May 26, 1952

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21ST
The Newsweekly
of Radio and
Television
year

What's HOT in Chicago?

WBBM, Chicago's top-rated, most-sponsored station, where last year 88.3% of all local sponsors—and 85.3% of all sponsors, local and national spot—stayed on the job all summer long!

WBBM *50,000 watts • CBS Owned*
Chicago's Showmanship Station
Represented by CBS Radio Spot Sales

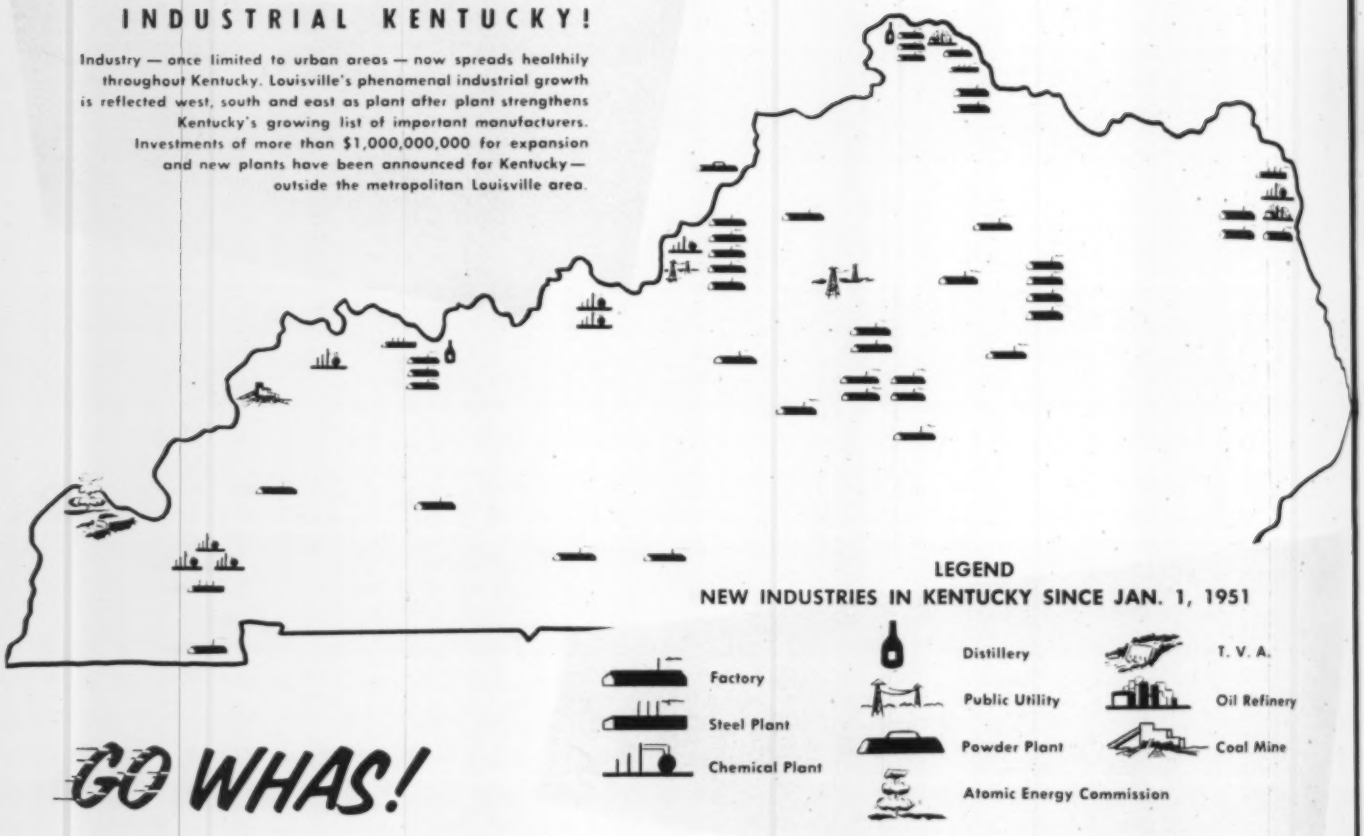
XUM

Go where there's GROWTH...

GO WHAS!

A NEW 'RURAL' MARKET... INDUSTRIAL KENTUCKY!

Industry — once limited to urban areas — now spreads healthily throughout Kentucky. Louisville's phenomenal industrial growth is reflected west, south and east as plant after plant strengthens Kentucky's growing list of important manufacturers. Investments of more than $1,000,000,000 for expansion and new plants have been announced for Kentucky — outside the metropolitan Louisville area.



GO WHAS!

No other station, or group of stations in this market can match the audience delivered by WHAS . . . *seven days a week; morning, afternoon and night!*

As in Farm and News programs, WHAS-produced Sports shows have greater listenership than programs presented at the same time by all other Kentuckiana stations combined. WHAS Sports shows have an average share of audience 150% greater than that of the next highest rated station. *(Benson and Benson)*

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

CBS
WHAS
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

THE UNBEATABLE COMBINATION IN TV TODAY

The most modern TV station facilities in the country backed by three years of practical know-how.

COLUMBUS' TELEVISION CENTER

OPENING JUNE 1, 1952

SPONSORS ARE SOLD ON WTVN BECAUSE WTVN SELLS

MORE
MORE
MORE
MORE
MORE

POWER
COVERAGE
FACILITIES
STAFF
SELL!

When you buy WTVN it means rapid-fire sales. The ultimate in programming and production facilities engineered to your needs. Here's one TV station designed to sell more products to people quicker and cheaper than ever.

WTVN

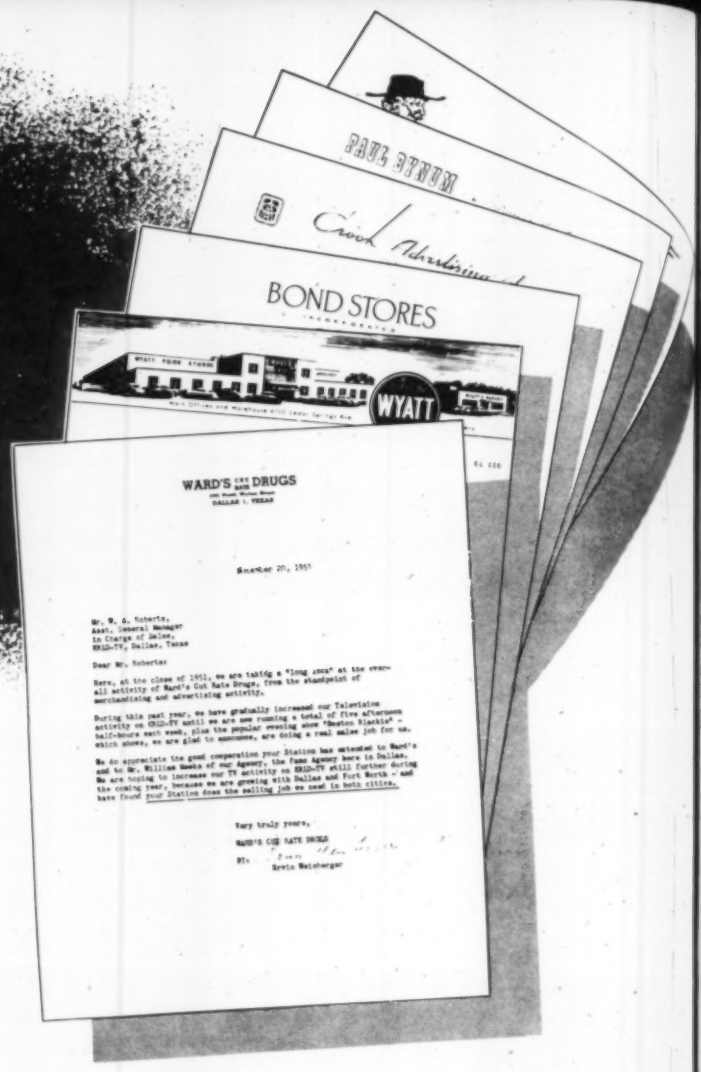
COLUMBUS, OHIO
CHANNEL 6

. . . AN EDWARD LAMB ENTERPRISE . . .

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

HOME FOLKS STILL KNOW BEST !


PAUL BYNUM
BOND STORES
WYATT
WARD'S DRUGS
DALLAS 1, TEXAS
December 20, 1951
Mr. W. A. Roberts,
Asst. General Manager
in Charge of Sales,
KRLD-TV, Dallas, Texas
Dear Mr. Roberts:
Here, at the close of 1951, we are taking a "long look" at the over-
all activity of Ward's Cut Rate Drugs, from the standpoint of
merchandising and advertising activity.
During this past year, we have gradually increased our Television
activity on KRLD-TV until we are now running a total of five afternoon
half-hours each week, plus the popular evening show "Boston Blackie" -
which shows, we are glad to announce, are doing a real sales job for us.
We do appreciate the good cooperation your Station has extended to Ward's
and to Mr. William Meeks of our Agency, the Fame Agency here in Dallas.
We are hoping to increase our TV activity on KRLD-TV still further during
the coming year, because we are growing with Dallas and Fort Worth - and
have found your Station does the selling job we need in both cities.
Very truly yours,
WARD'S CUT RATE DRUGS
By: Erwin Weinberger

KRLD-TV Served More Local and Regional Advertisers during January, February and March, 1952, than the two other TV stations in Dallas and Fort Worth combined. *Source: Rorabaugh Reports*

KRLD-TV is Texas' most powerful TV station and the exclusive outlet for the nationally famous and highest rated CBS Television Network programs, for both Dallas and Fort Worth.

KRLD-TV offers advertisers the largest slice of the total sales target in the Southwest's largest metropolitan market.

This is why

KRLD-TV

CHANNEL 4, DALLAS

is your best buy

PROGRAMS IN DALLAS and FT. WORTH

The Branham Company, *Exclusive Representative*

EXCLUSIVE OUTLET FOR CBS-TV

John W. Runyon, *President*
Clyde W. Rembert, *Managing Director*

at deadline

CLOSED CIRCUIT

TV ASPIRANTS who are holding up their applications on theory that it's advantageous not to show their hand until July 1 filing date are deluding themselves, according to informed Commission sources. It's custom of FCC to allow applications to "mature" for at least 60 days, irrespective of possibility that application might be granted without hearing under channel-by-channel procedure. Hence, authorities recommend immediate filing so that there can be ample public notice of pendency. If you doubt this, ask your nearest Commissioner.

STILL CLOSELY guarded secret is status of Bob Hope-Lehmann Bros. negotiations purportedly looking toward acquisition of radio-TV properties. Newest report is that amount involved is in neighborhood of $15 million. It's known that one prominent western broadcaster has been contacted in regard to management participation in project.

TALK PERSISTS that NBC would still like to acquire KMPC Los Angeles from Richards family as its key outlet. Barrier appears to be agreement on price in neighborhood of $1 million (as against in excess of $2 million asked few years ago). Possibility that sequel to such transaction would be sale by NBC of KOA Denver also is broached, with name of Eddie Lasker, independent motion picture producer on RKO lot and son of A. D. Lasker, of Lord & Thomas fame, mentioned as avidly interested. KOA also mentioned as possible key station for Hope-Lehmann Bros. if NBC acquires KMPC and must sell one of its O&O properties.

KEEN DESIRE of NBC-TV to obtain more Kellogg Co. business indicated by trip last week of Niles Trammell, NBC board chairman, to Battle Creek, Mich., Kellogg headquarters. Mr. Trammell reportedly was hoping to sell 7-7:15 p.m. Monday-Friday to Kellogg for *Space Cadet* now on ABC-TV. If sale comes about, NBC-TV will move *Kukla, Fran & Ollie*, now in that period, to new evening time.

ABSENCE LAST week from FCC regular meetings of Comr. Robert F. Jones may have been factor in failure of FCC to reconsider its new inflammatory rebroadcast rule which makes it mandatory for stations denying rebroadcast privileges to notify FCC within ten days of refusal under penalty of being cited for failure to serve public interests [B•T, May 19]. Action on original rule was taken without presence of Lawyer-Commissioners Rosel H. Hyde or Jones, both of whom are believed to have strong feeling about propriety and legality of Commission's interpretation.

TROUBLE can be expected from another quarter, too, on provocative rebroadcast rule. FCC action violates procedure whereby all new government forms must have approval of U. S. Bureau of Budget. For years there has been in existence Committee on Radio Broadcasting of Advisory Council on Federal Reports, which functions with Budget Bureau

(Continued on page 6)

J. GLEN TAYLOR LEE ENTERPRISES V. P.

CONFIRMING previously published reports [CLOSED CIRCUIT, May 19], announcement was made Friday of election of J. Glen Taylor as vice president of Thomas S. Lee Enterprises. He will serve as general executive in coordination of company's radio and television operations, formal announcement said.

Meanwhile, despite widely current reports, no other changes in Thomas S. Lee-Mutual-WOR organization have been effected. Expected that consolidation of certain activities on customary network-key station basis will be effected under direction of President Thomas F. O'Neill during next few weeks.

Thomas S. Lee Enterprises Inc., shortly expected to become General Teleradio Inc., is subsidiary of General Tire & Rubber Co., and parent corporation of WOR and WOR-TV, Yankee and Don Lee networks and holds majority (approximately 58%) of Mutual, heretofore cooperative network.

Mr. Taylor, prior to his present appointment, was for 12 years executive of General Tire. His last assignment was as director of government operations in Washington. His offices will be located at Mutual headquarters, 1440 Broadway.

RADIO TIME CHARGES MILLION LESS THAN TV

GROSS RADIO network time charges in April 1952 were nearly $2 million below network radio billings for April 1951 and more than $1 million under gross television network time charges for April 1952, according to Publishers Information Bureau. Here's breakdown:

NETWORK RADIO

	April 1952	April 1951	Jan.-April 1952	Jan.-April 1951
ABC	$ 3,244,146	$ 2,980,183	$13,079,310	$11,673,661
CBS	4,943,400	6,487,717	20,047,381	26,213,046
MBS	1,677,748	1,539,801	6,803,956	6,157,399
NBC	4,078,593	4,897,882	16,614,038	19,931,091
Total:	$13,943,887	$15,905,583	$56,544,685	$63,975,197

NETWORK TELEVISION

ABC	$ 1,686,583	$1,432,319	$ 7,920,563	$ 5,555,359
CBS	5,641,831	2,906,891	21,462,640	11,102,297
DuMont	738,926	574,025	2,963,381	1,873,442
NBC	6,946,751	4,758,309	28,339,965	17,548,954
Total:	$15,014,091	$9,671,544	$60,686,549	$36,080,052

AUBREY SELLS MBS SHOW

JIM AUBREY, board chairman of Aubrey, Finlay, Marley & Hodgson Agency, Chicago, sold alternate weeks of *True Detective* mysteries on Mutual (Sundays, 4:30-5 p.m. CST) to Motorola, which is not one of his accounts. His client, Williamson Candy (for Oh Henry!), sponsors show bi-weekly after dropping half of schedule. Although Motorola business placed through Ruthrauff & Ryan, Aubrey's agency will get commission on estimated $150,000 order on complete MBS lineup of 550 stations.

NBC WHITE HOUSE CHANGE

NBC has assigned Ray Scherer, of its Washington news staff, to serve as White House correspondent in absence of Frank Bourgholtzer. After vacation, Mr. Bourgholtzer will be assigned to cover Gen. Eisenhower starting with his arrival in U. S. June 2.

BUSINESS BRIEFLY

TODAY SPONSORS ● Bauer & Black Div. of Kendall Co., Chicago (surgical dressings), through Leo Burnett Co., same city, to sponsor 7:15 a.m. Tuesday and 7:20 a.m. Thursday segments of NBC-TV's *Today*, effective June 17. Standard Brands Inc., New York (Chase & Sanborn Coffee), through Compton Adv., same city, undertook 8:20 a.m. Tuesday and 8:45 a.m. Thursday sections as of May 13.

BLOCK DRUG SPOT ● Block Drug Co. (Polident), buying radio spot campaign in 20 major markets starting June 1 for 26 weeks. In addition, Block Drug for its Amm-i-dent Chlorophyl Toothpaste looking for half-hour TV show for this summer. Agency, Cecil & Presbrey, N. Y.

FRISCH FOR UNION OIL ● Union Oil Co. of California will sponsor new series of sports commentaries by Frankie Frisch, former baseball star, on ABC Radio, 5:55-6 p.m. EDT, Monday-Friday, beginning today (Monday). Agency, Foote, Cone & Belding, Los Angeles.

$104,000 TV CONTRACT ● B. C. Remedy Co., Durham, N. C., through N. W. Ayer & Son, Philadelphia, signs $104,000 contract for 52-week spot campaign on WABD (TV) New York starting today (Monday).

MILES MOVE ● Miles California Co., Los Angeles (Alka-Seltzer), moves *Alka-Seltzer Newspaper of the Air* from KNBH (TV) to KHJ-TV Hollywood, two nightly quarter-hours, Mon.-Fri. starting July 1. 52 weeks TV contract involved $130,000. Firm continues twice-daily newscasts on 45 Don Lee West Coast radio stations. Agency, Geoffrey Wade Adv., Hollywood.

BEST FOODS GETS DISCOUNT ● Best Foods Inc., New York, through Benton & Bowles, same city, first taker of 45% discount—offered on minimum of 12 daytime announcements per week—as part of new WCBS-TV New York rate card [B•T, May 19]. Two or three daily spots, Monday through Saturday, to start for Best Foods June 9.

PEQUOT ON MBS ● One of first adver-

(Continued on page 114)

P&G SIGNS RED SKELTON; NEW TV TIME SLATED

NBC emerged from season-long battle with CBS for Red Skelton with one-year radio-TV contract starting in fall. Procter & Gamble Co. has bought 7-7:30 p.m. Sundays on NBC-TV, moving from present 10-10:30 p.m. spot which it will retain for another program.

Radio and TV shows to be produced by Russel M. Seeds Co. Participating in negotiations were Freeman Keyes, Seeds president; Bo Roos, comedian's manager, and John West, NBC Western Division vice president. Comedian reportedly held out for complete filming of TV program. New TV series starts Sept. 27. Radio program not yet sold.

for more AT DEADLINE turn page ➧

at deadline

LIBERTY COAST HOOKUP TO EXPAND EASTWARD

NEW Liberty Radio Network on West Coast will begin operation June 2 with six hours of programming and daily afternoon baseball recreation, Gordon McLendon, LBS president said Friday (early story page 26). Feeder station, he said, expected to be KMPC Los Angeles.

Hookup will be expanded to 16 hours and national affiliations in October, he said. Three McLendon-owned stations in Texas expected to join as network expands eastward.

Mr. McLendon said he will mail 6,000 letters this week to stations and "loyal fans" asking them to petition Congress for Justice Dept. action in Liberty's conspiracy case against major league clubs. He received wire Friday from Rep. Patrick Hillings (R-Calif.), member of House Judiciary subcommittee, asking for outline of charges that Justice Dept. has been delinquent in prosecuting "baseball conspiracy".

CLARIFY TV HEARINGS

CONFUSION concerning effective date of FCC's order of April 14, which removed from hearing those TV applications in hearing when TV freeze was imposed, was clarified by Commission Friday in statement explaining effective date is June 2, same as effective date of Sixth Report lifting TV freeze [B•T, April 14]. FCC dismissed as not necessary petitions of WFOX WISN and WEMP Milwaukee which asked modification of order to clarify date. Similar petition was filed earlier in week by Edwin Pauley's Television California, San Francisco applicant.

WHITE QUARTER HOUR

WALTER WHITE, executive director of National Assn. for Advancement of Colored People, has signed with WLIB New York for weekly quarter hour show, sponsored in New York area by Vim Stores. Beginning June 2, 8 p.m. on WLIB, show will feature interviews with national and international leaders. It is syndicated for distribution in other cities with large Negro populations.

KTRE, KDAL FILE

NEW TV BID filed Friday at FCC by KTRE Lufkin, Tex., seeking VHF Channel 9 with 11.3 kw radiated visual power and estimated construction cost of $223,160. Amended application filed by KDAL Duluth, Minn., for VHF Channel 3 with 25 kw visual power. Estimated cost, $291,500.

KALA SITKA REVOKED

REVOCATION of license of KALA Sitka, Alaska, was ordered by FCC Friday on grounds station stopped broadcasting Dec. 2, 1950, without authorization. Licensed to Baranof Enterprises Inc., KALA is assigned 250 w on 1400 kc. If request for hearing is filed by June 30, revocation will be suspended pending outcome of proceeding.

HAMILBURG IN TV

BRIG. GEN. Ira Hamilburg, Massachusetts racing commissioner, spearheading organization and financing of new Hollywood TV production company to be headed by Leo Reisman, orchestra leader. Irvin Gwirtz, music consultant, to be associated with operation.

In this Issue—

The seething controversy over rate-cutting enters still another phase. Straws in the wind, as the all-radio Affiliates Committee huddled in New York, point to a situation similar to the spring of 1951 when CBS Radio announced a rate reduction and others followed suit. *Page 23.*

In Chicago, John H. Platt, of Kraft Foods, cautioned broadcast executives at a luncheon that TV's star dust is settling kind of low and it was time for the industry to do something about it. Special concern to him, is a purported trend toward network control of programs and talent. *Page 23.*

A House subcommittee is on the verge of a "morals" probe of both radio and television programs. The group starts planning its next move soon. *Page 29.*

Other threats to radio-TV rear on Capitol Hill. Chairman Pat McCarran of the Senate Judiciary Committee introduces a resolution to put a stopper on radio-TV coverage of Senate committee meetings. But industry spokesmen ask to be heard. *Page 27.*

Broadcasters with TV in mind find FCC's list of priority cities in television application processing of immediate interest. *(Page 79).* For browsing there is the feature, "Antenna Location," by Malcolm I. Ruddock, New York attorney instrumental in the Empire State Bldg. joint antenna project. *(Page 82).* For practical study there is a roundup of BMI TV clinics in New York and Chicago. *(Page 80).*

In the so-called new community, radio is the friendly neighbor. A new approach to radio's wide penetration is noted by Westinghouse Radio Stations' W. B. McGill. *Page 24.*

Retail store traffic is finding an effective conveyor via radio. It's the theme of Advertising Research Bureau Inc.'s studies reported by B•T. *Page 26.*

Stations which are ex-Liberty Broadcasting System affiliates are exploring regional groupings, now that Liberty has suspended operations. *Page 26.*

Rights to radio-TV pour green stuff where the majors need it the most, in the till. A House subcommittee reports on the big leagues. *Page 25.*

Four broadcasters are holding honors following the annual presentation of the Sloan Awards. *Page 29.*

In the political broadcast arena, NARTB announces it supports the Horan bill and none other. *Page 27.*

Twelve Senators wade into the problem of a forthcoming glut in FCC processing of TV applications. They come up with a proposal for more examiner teams. *Page 88.*

Upcoming

May 26-27: BMI TV Clinic, Hollywood.
May 27-29: National Sales Executives, Hotel Fairmont, San Francisco.
June 2: BAB Sales Clinic, Portland, Me.
(Other Upcomings page 52)

Closed Circuit

(Continued from page 5)

and FCC. Present chairman is Ben Str... WWDC Washington, who succeeded W... Coy when latter assumed chairmanshi... FCC.

WITH JULY 1 date approaching w... colored margarine can be sold in stat... New York, margarine companies are batt... it out for availabilities in radio and TV ... campaigns, starting late June and run... through month of July. Best Foods' N... margarine through Benton & Bowles, Sta... ard Brands' Blue Bonnet margarine thr... Ted Bates & Co., and Jelke Good Luck ... garine through Hewitt, Ogilvy, Benson ... Mather are among contenders for availabili...

TIP-OFF that McCarran resolution to ... radio-TV and recordings in Senate may ... get very far in Rules Committee: Resolu... (S Res 106) by Sen. Alexander Wiley (R-W... has been on shelf for nearly year despite ef... by Sen. Margaret Chase Smith (R-Me.) ... shake it loose [B•T, Feb. 25]. Wiley res... tion calls for study of entire radio-TV co... age problem in Congressional committee he... ings. Rules committee also reports cro... docket. No chance for McCarran measure ... less there's "unusual" interest or dem... it's said (story, page 27).

PITTSBURGH IS up in arms over bleak T... outlook following hard-slugging speech la... Tuesday of Comr. Robert F. Jones before co... bined session of Radio and Television C... and Advertising Club (see story page ... After Comr. Jones had commented that, a... cording to FCC majority's present proce... ing plan, it would be at least five years bef... Pittsburgh got its second TV station, all th... newspapers took up campaign with result th... Mayor David L. Lawrence made dates ... Washington this week to see such personag... as House Speaker Sam Rayburn and FC... Comr. Frieda B. Hennock.

FURTHER INDICATION of prairie fire p... pensities of TV allocations in isolated are... seen in developments at Madison, Wisconsi... Citizens committee has informed opposi... mixed allocation wherein one VHF and thr... UHF assignments are made. Request th... VHF commercial assignment be dropped ... that entire market can have UHF exclusive... has been rejected by FCC. Campaign is t... get all commercial UHF in market so listene... won't be harassed with necessity for co... verters or dual type sets.

DESPITE optimistic reports that House w... consider and approve revised McFarland Bi... (S 658), there's evidence that FCC staff me... bers are continuing to "sabotage" measure ... House. House leadership, however, is dete... mined to have bill approved and sent to co... ference with Senate. House version of measu... departs radically in several respects fro... Senate bill, designed to update FCC operation... and afford greater degree of protection t... licensees against overt actions.

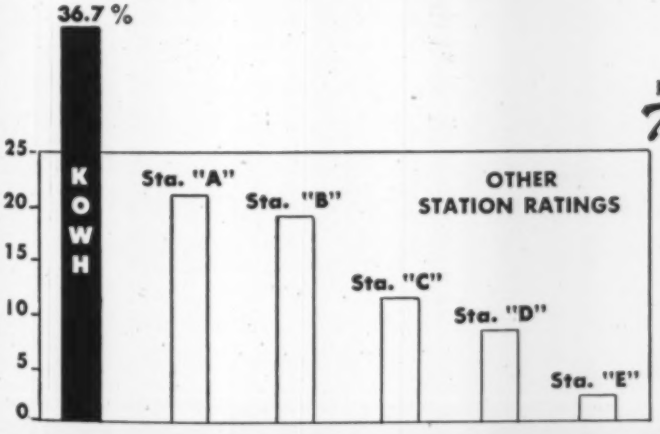
CHANCES for passage of Senate's anti-a... hazard bill (S 3129) slim. Measure introduced... early in May passed half-way mark in second... session of 82d Congress; and there's litt... support for it. Also, aside from its over... tones on tall TV towers, bill contains many... controversial sections, particularly wide powers... which would be delegated to Commerce Sec... retary.

for more AT DEADLINE see page 114

All It Took was a Slingshot...

. . . For David to topple the mighty Philistine warrior-giant Goliath. History, never easy on giants, has a way of repeating itself.

All it took independent KOWH to conquer the big Omaha market was programming—the kind that gets invited into Omaha homes. Hooper has chronicled the extent of the victory. The chart below shows the Omaha-Council Bluffs share-of-audience for 8 A.M.-6 P.M., Monday through Saturday, October, 1951, through March, 1952.



- *Largest total audience* of any Omaha station, 8 A. M. to 6 P. M., Monday through Saturday! (Hooper, Oct., 1952, thru March, 1952.)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (Oct., 1951, thru Febr., 1952.)

Represented Nationally By
The Bolling Co.

Kowh
OMAHA

"Americas' Most Listened-To Independent Station"

more New Englanders listen to **WPRO** than any other Rhode Island station

The PULSE of PROVIDENCE

March-April, 1952

- WPRO's average weekday morning, weekday afternoon, and evening (Sun. thru Sat.) share of audience is 30% greater than the second-place station.
- *WPRO wins more quarter-hour "firsts" weekdays and evenings than all other Providence stations combined.*
- WPRO's average quarter-hour rating (6.8) from 8 a.m. to 6 p.m. weekdays is 41.7% greater than the second-place station. WPRO has ratings higher than 5.0 in 140 out of 200 quarter hours.
- *WPRO has all 10 of Providence's TOP TEN, five-a-week daytime programs . . . 7 of Providence's TOP TEN evening programs.*

WPRO Offers You DOUBLE Major-Market Coverage—HIGHEST Ratings—The MOST Listeners at LOWEST COST-PER-1000!

listeners are customers! customers are buyers!

BUY BASIC.. CBS ..**WPRO** AM & FM

PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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Nothing like it in the industry!

G-E PORTABLE AMPLIFIER

35 POUNDS OF STUDIO QUALITY —ON REMOTES!

You can use this sturdy, one-package AC-battery amplifier in the studio as well as on remotes. Four built-in pre-amps and master mixer provide added flexibility in both operations. Hiss, hum, and microphonics are practically eliminated. "Woofing" is no longer necessary, since the unit includes a 400-cycle tone oscillator—an original G-E development. Other features: public address and cue amplifier gain control . . . high and low level plug-in headphone connections.

● Your G-E Broadcast Man has more information on this and other items in the complete General Electric AM-FM-TV line. Call him or write us for Bulletin ECB-1: *General Electric Co., Electronics Park, Syracuse, N. Y.*

GENERAL ELECTRIC

SHOPPING AND RESIDENTIAL DISTRICT of Beaverton. Tremendous growth has brought Beaverton to the fore as a leading community in the KGW service area.

MAYOR A. H. Rossi, 46 years a Beaverton resident, says, "It's the pioneer station in our area and delivers the best in radio to its vast audience. We all vote for our favorite, KGW."

PRINCIPAL

I. R. Metzler of Beaverton Union high school says, "We all know the high educational service KGW delivers to us. It is our favorite and the best in the Northwest."

Celebrating Our 31st Year of Leadership and Community Service

THE People's Choice* IN PORTLAND OREGON

You cannot adequately cover the nation's northwest corner without KGWonderful! Listener loyalty you cannot duplicate anywhere available for your product in the ever-growing Oregon-Southwest Washington area. Examine the picture captions for proof why KGW has been "The People's Choice" in the Portland area for more than 30 years! The pioneer station at that highly desirable six-two-oh on the dial, the KGW Radio Theater. Act now to reap the reward of the best procurable radio advertising available in the booming Northwest!

KGW

NBC AFFILIATE

PORTLAND, OREGON

BEAVERTON'S VOICE TELLS THE CHOICE: KGW!

BANKER Jay Gibson, president of Beaverton's First Security Bank, relates, "'KGW is a solid investment in the future. For our money it's the top station in the Northwest."

HOUSEWIFE Mrs. P. E. Pintarich, and her son Dick, who shop in Beaverton, states, "KGW is the finest station for all-around entertainment and features. The Housewife's helper for shopping tips is KGW."

GROCER H. C. Miller of Miller's Food Market, reports, "KGW advertised national and local brand products are definite favorites with shoppers here. Results count and KGW certainly delivers results."

STUDENTS Vanda Benson and Jo Allene Krueger of Beaverton Union high school declare, "KGW is truly our favorite. Clear concise programming and a direct approach to the communities it serves make it tops in our area."

Beaverton One of Portland's fastest growing neighbors, serving a retail trade area of more than 60,000 persons. KGW's the one in Beaverton!

DRUGGIST Roy Mourer, Dean's Rexall Drugs, reports, "Of course KGW is the favorite in the Portland area. It knows the people and the people know KGW."

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

Here is one of the greatest "plus" factors ever offered through advertising—the tremendous factor of automobile radio.

In metropolitan Memphis alone, there are more than 70,000 automobile radios. And, of course, this does not include the many additional thousands owned and used by families throughout the entire mid-south listening area.

You pay nothing additional for this "plus" audience. It's something to think about, isn't it?

WMC

MEMPHIS

NBC—5,000 WATTS—790 K. C.

National representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

agency

WESLEY A. GILMAN elected president of Lewis & Gilman Inc., N. Y., replacing **PAUL L. LEWIS**, now chairman of the board.

Mr. Lewis

BILL BRANGHAM, copy writer, Erwin, Wasey & Co., L. A., to Warwick & Legler Inc., that city, as copy chief.

WILLIAM L. RUSSELL, Ellington & Co., N. Y., to Fletcher D. Richards, same city, as copy writer in radio-TV department.

THOMAS H. TOMLIN, production manager, Elwood J. Robinson & Co., L. A., to J. Walter Thompson Co., that city, as production and traffic manager.

Mr. Gilman

DONALD W. KRAUSE, former advertising and public relations manager of Chicago National Bank, to Edwin Bird Wilson, N. Y., as account executive.

on all accounts

RADIO is responsible for a lot of its own troubles, and one reason is "it has gotten big time and lost the common touch." The radio specialist who charges this is Will B. Presba, president of Presba, Fellers & Presba agency in Chicago. Radio, he firmly believes, is the master medium in getting audience response when it is used properly, but it is not used effectively often enough.

One proper usage, he reports, has been proved to him "time and time again"—sponsorship of radio personalities who know people and how to reach them, who use simplicity and who can arouse listener loyalty. Dollar for dollar, this kind of programming becomes a client's best radio buy, says Mr. Presba, who has been "partial" to broadcast personalities for a long time.

In association with his father and Ed Fellers, he used "Smiling Ed" McConnell exclusively for Mantle Lamp Co. (Aladdin lamps) on radio for 14 years. Despite his conviction about the success of personal pitches, each new evidence of listener response astonished him. "Smiling Ed" brought in 90,000 offers of trade-ins on new lamps after a one-time mention. Another time, after the agency agreed to forget about "Smiling Ed's" salary for a week and instead pay him 25 cents for each letter about "Why I want to buy an Aladdin lamp," Presba, Fellers & Presba paid out $18,000. The kind of salary set up died on the spot.

Mr. PRESBA

For 16 years the agency has bought a lot of spot and participations, using well-liked, friendly local personalities. Its management organized local barn dances for clients on WHO Des Moines, WLW Cincinnati and WSM Nashville, and Aladdin lamps was the first commercial sponsor of the WLS *National Barn Dance* in Chicago. Flex-O-Glass, another account, has used the *National Barn Dance* consistently since 1935.

Bill Presba attributes his fondness for and knowledge of radio to two of the industry's pioneers, Ed Fellers and Lloyd Thomas. From the former, he learned it pays off to use spot with hand-picked stations as a direct contact policy fosters understanding of the character of the station, its personnel and its audience. "And all of this benefits the client," he says.

He learned other radio fundamentals, starting with the transmitter, from Mr. Thomas at WROK Rockford, Ill. Bill Presba started there as a salesman in 1934 after being trained as a lawyer. Son of a long-time manufacturing and ad-

(Continued on page 105)

beat

HARRY E. WHOLLEY, Ted Bates & Co., N. Y., to Kenyon & Eckhardt, same city, as account executive.

JACK BUCHOLTZ, William Warren, Jackson & Delaney, N. Y., to Kenneth Rader Co., that city, as radio-TV director.

HARRY SCHNEIDERMAN, E. H. Brown Adv., Chicago, opens Harry Schneiderman Inc., same city. FRANK J. O'CONNELL, MURREY SCHNEIDERMAN and JOHN MORGAN join Mr. Schneiderman as account executives. JOHN P. KELLY is agency's art director.

CHARLES F. GAUSS, copy staff, Ridgway Co., to Oakleigh R. French & Assoc., St. Louis, as copy writer. WILLIAM R. HAID joins agency as production manager.

GEORGE M. FINLEY, director of plans and research, *American Weekly*, N. Y., to William H. Weintraub & Co., that city, as executive in marketing department.

HELENE SALMON, executive assistant and copy writer, Degner & Assoc., L. A., to Phil D. McHugh Co., that city, in similar capacity.

HAROLD E. FLINT, vice president, O'Lavin, Flint & Assoc., Fargo, N. D., formerly Barney Lavin Inc., elected executive vice president and general manager. RICHARD C. ROSENTHAL, account executive, elected vice president. LEE HOLLAND and CARL HIGGINS elected assistant treasurer and assistant secretary, respectively.

Mr. Flint

Mr. Rosenthal

C. N. VAN AUKEN, print media staff, Biow Co., N. Y., appointed assistant to JOHN C. ROME on Philip Morris account.

GEORGE W. McMURPHEY, head of George W. McMurphey Adv., Portland, adds duties of account executive with Edward S. Kellogg Co., L. A., on agency's Portland accounts.

JEAN ROBBINS, former associate editor, *Magazine Management*, N. Y., to Lee Ramsdell & Co., Phila., as copy director in consumer accounts division.

WILLIAM L. RUSSELL to Fletcher D. Richards Inc., N. Y., as copy writer on radio-TV staff.

SAM EWING AGENCY relocates at 995 Market St., S. F.

RICHARD T. O'REILLY, plans-merchandising staff, N. W. Ayer & Son, Phila., to agency's New York office. ROBERT F. KURTZ and HORACE D. NALLE rejoin Philadelphia staff after service in Korea.

CHARLES McCANN returns to Ruthrauff & Ryan, Chicago, as research director after two years as captain in Air Force Reserve.

ERNEST A. HOLMES, executive research, Warwick & Legler, and Kudner Agency, N. Y., to Marschalk & Pratt, that city, as manager of market research.

KATE RUBIN, Advance Pattern Co., N. Y., to Grey Adv., same city, as copy writer.

HOWARD B. SHAW, account executive, Cramer-Krasselt Co., Milwaukee, elected president of city's alumni chapter of Alpha Delta Sigma, national advertising fraternity.

JOHN P. WILEY, sales staff, WCAU-TV Philadelphia, to Albert Frank-Guenther Law, that city.

LESTER EARLE Inc., Chicago, moves to new offices at 840 N. Michigan Ave.

LAWRENCE E. DuPONT, former program director, WFAA-TV Dallas, to Rogers & Smith, that city, as radio-TV director.

LESTER L. JACOBS, account executive, Buchen Co., Chicago, has opened own agency, Lester L. Jacobs Inc., 228 N. LaSalle St. there.

YOU GET THAT PERSONALITY TOUCH . . .

FRANK AND JACKSON SHOW
Frank Harden and Jackson Weaver run a daily double madcap combination 2:00 to 3:45 P. M. Monday thru Friday

YOU'RE HEARING THINGS
Bill Malone and Joe Campbell make mystery sounds for their audience to identify. 11:15 to 11:30 A. M. Monday thru Friday

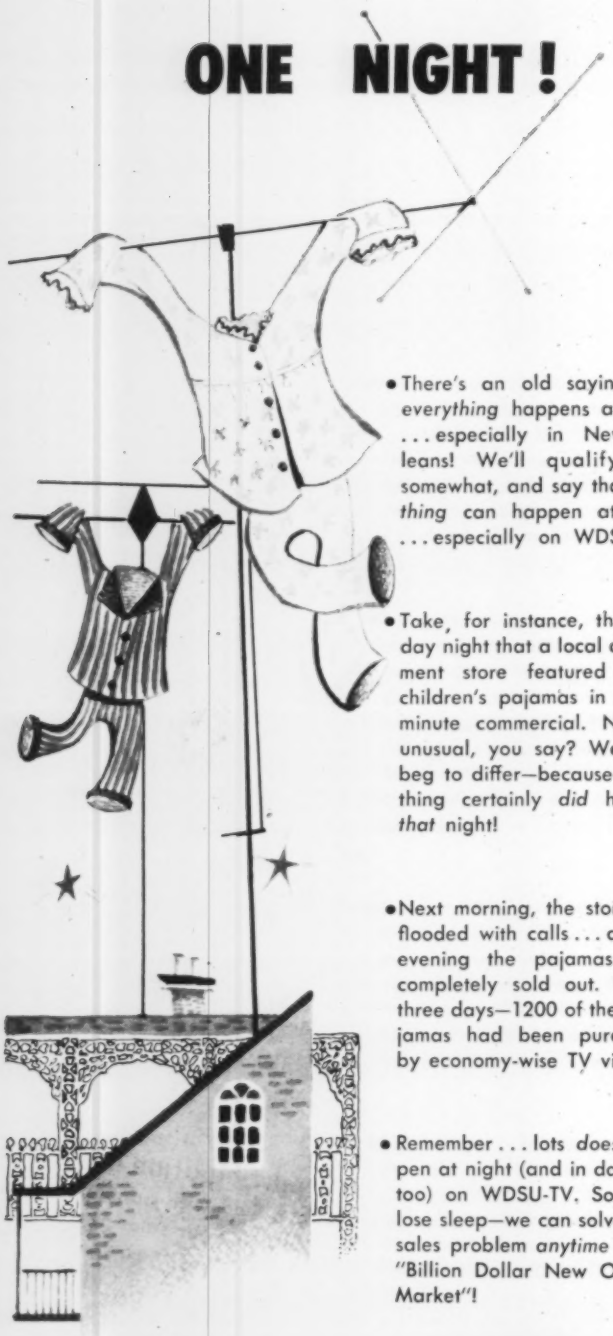
. . . with WMAL's varied spot participation programs because your product is identified with popular WMAL personalities who deliver your sales-getting message to their legion of loyal fans. Let WMAL's PERSONALITY TOUCH "touch off" GREATER SALES for YOU!

Call or Wire
The KATZ AGENCY, Inc.
Or WMAL Sales

WMAL AM-FM

THE EVENING STAR STATION IN WASHINGTON, D. C.

IT Happened ONE NIGHT!



• There's an old saying that *everything* happens at night . . . especially in New Orleans! We'll qualify that somewhat, and say that *anything* can happen at night . . . especially on WDSU-TV.

• Take, for instance, the Sunday night that a local department store featured $1.29 children's pajamas in a one minute commercial. Nothing unusual, you say? Well, we beg to differ—because something certainly *did* happen *that* night!

• Next morning, the store was flooded with calls . . . and by evening the pajamas were completely sold out. Within three days—1200 of these pajamas had been purchased by economy-wise TV viewers.

• Remember . . . lots *does* happen at night (and in daytime, too) on WDSU-TV. So don't lose sleep—we can solve your sales problem *anytime* in the "Billion Dollar New Orleans Market"!

• Write, Wire or Phone BLAIR-TV!

WDSU·TV
CHANNEL 6
NEW ORLEANS

new business

Spot . . .

COLGATE-PALMOLIVE-PEET Co., N. Y., will use radio-TV spots beginning in June in national markets for "free offer" campaign for Palmolive after-shave lotion. Announcements also planned for broadcast on firm's regularly sponsored programs. Agency: Ted Bates & Co., N. Y.

PEPSI COLA Co., N. Y., placing 18 week schedule of station break announcements on four metropolitan New York radio stations effective today (Monday). Agency: Biow Co., N. Y.

FISHER FLOURING MILLS Co., Seattle, to sponsor newscast featuring Knox Manning, daily 7:45 a.m. PDT on NBC Pacific Coast Network starting June 2. Agency: Pacific National Adv., Seattle.

ARMOUR & Co., Chicago, for Dial deodorant soap, begins TV spot schedule June 9 which will continue indefinitely in 11 markets. Daytime only is being bought. Agency: Foote, Cone & Belding, same city.

LEVOLOR LORENTZEN Inc., N. Y. (components for custom made venetian blinds), using TV promotion in Nashville, Dallas and New York. Program will be extended this fall. Agency: Reiss Adv., N. Y.

M. J. MERKIN PAINT Co., N. Y., using radio advertising in New York and New England markets introducing Velvet Flow interior paint. Agency: Reiss Adv., N. Y.

E. J. BRACH & Sons, Chicago (candy manufacturer), will expand regular fall AM spot campaign into about 20 cities starting in Sept. Agency: Arthur Meyerhoff, Chicago.

Network . . .

HELENE CURTIS INDUSTRIES (permanents), Chicago, to sponsor Tuesday and Thursday segments of Johnny Olsen's *Rumpus Room* weekday series seen on DuMont Network. PREMIERE FOODS continues as backer of Monday, Wednesday and Friday telecasts. Agency: Russel M. Seeds Co., Chicago.

CURTIS PUBLISHING Co. adds WTCN-TV Minneapolis and WHIO (TV) Dayton to 15 stations carrying *Keep Posted* on DuMont Network 8:30-9 p.m. Tuesdays. Agency: BBDO, N. Y.

Agency Appointments . . .

LASSITER Corp., Phila. (packaging materials for foods and textiles), names Lavenson Bureau, that city.

ST. REGIS PAPER Co., N. Y., names J. M. Hickerson, same city.

COLGATE-PALMOLIVE-PEET Co., Jersey City, appoints Street & Finney, N. Y., to handle Florient aerosol air deodorant. WILLIAM G. JOHNSON is account executive.

FINDERS MFG. Co., Chicago (Hollywood broilers), appoints Kuttner & Kuttner, same city. Radio-TV spots will be used later in specific markets. CHESTER KUTTNER is account executive.

FINNEY & SON, Phila. (monument makers), appoints Robert S. Kampmann Jr., that city.

RIPON KNITTING WORKS, Ripon, Wis., appoints Buchen Co., Chicago.

Adpeople . . .

STANLEY G. MORTIMER Jr., account executive, BBDO, N. Y., to Pan American World Airways, that city, as advertising manager, effective June 1.

GLEN PRESTON BURNS appointed advertising and sales promotion manager of W. H. Brady Co., Chippewa Falls, Wis., industrial products manufacturer.

HARRY E. PETERSEN, advertising manager, Citizens National Trust & Savings Bank, L. A., named national director, National Industrial Advertisers Assn.

MARGARET EGAN, former advertising manager of Marshall Field, Chicago, to John Wanamaker, Phila., in same capacity.

Sell

AMERICA'S 30th

METROPOLITAN POPULATION AREA

with

WFMJ

the

NBC

5000
WATT STATION

SERVING *GREATER*
YOUNGSTOWN, OHIO

HEADLEY-REED Co., National Representatives

open mike

Quiet Please

EDITOR:

. . . I recognize the necessity for advertising to maintain and develop free listening, but it does seem that the advertising could be less afflicted with advertising announcers who adopt the manner and style of circus-barkers, with their untrue and raucous "hurry, hurry, hurry" spiels. . . .

I recognize the desirability, perhaps the necessity, of "cut-backs," "breaks," "fade-outs" and the like in radio programs; but the alleged and pretended music used to effect these tricks-of-the-trade is scarcely recognizable as music. . . .

Here's hoping that BROADCASTING • TELECASTING can see its way clear to make suggestions to the radio industry for improving its production and services. . . .

Harry S. Barger
Washington, D. C.

The Lee Side

EDITOR:

I am concerned by certain inaccuracies in the announcement on page 61 of BROADCASTING • TELECASTING May 19 of the filing by Lee Broadcasting Inc. (not Lee Broadcasting Co.) of an application for a television station.

This item states applicant is licensee for WTAD-AM-FM Quincy, Ill., 60% owned by Lee Radio Inc. which in turn is licensee of KGLO-AM-FM Mason City, Iowa. With the exception of the correct corporate name, the above is accurate.

Then it is stated "Lee Radio Inc. is owned by Lee Newspapers which publishes" . . . and then are listed the nine newspaper properties which comprise what is known as the *Lee Group of Newspapers*. Actually there is no such thing as Lee Newspapers—that is, no corporate identity. Each of the nine publications is owned by a separate independent corporation. Certainly there are a number of common officers and considerable common stockholding between the various independent companies.

So far as Lee Radio Inc. itself is concerned, it is capitalized at $300,000, 3,000 shares of par value $100 stock. Of this stock 329 shares are owned by men or women, mostly employes, who own no stock in any Lee Group newspaper, while 1,341 shares are owned by stockholders who own stock in only one Lee Group newspaper with the single exception of 10 shares of stock owned by the largest single stockholder in a second Lee Group paper—this particular paper being the *Keweenaw Star-Courier* which has no relationship with any radio enterprise.

Besides myself there is only one other man who holds a position either as an executive officer or member of the board of the two radio companies who has any connection whatsoever with any newspaper in the Lee newspaper group.

To put it briefly, the only significant connection between Lee Radio Inc. and Lee Broadcasting Inc. on the one hand and the *Lee Group of Newspapers* on the other is my mutual interest in both radio and newspaper properties—but to emphasize the independent character of the association, may I add that there is one newspaper in the Lee group in which I am not a stockholder, member of the board of directors or an officer.

In addition, I should point out that my stockholdings in the various properties in the Lee newspaper group with which I am connected are very minor. The percentage of the total stock held by me in the various properties ranges from 8% in the Journal Printing Co., Muscatine, Iowa, down to 0.533% of the La Crosse Tribune Co. of La Crosse, Wis.

Lee P. Loomis
President
Lee Radio Inc.
Mason City, Iowa

* * *

Fan Mail

EDITOR:

Boy!

Your editorial "Legalized Larceny!" [B•T, May 19].

Just one more instance of BROADCASTING really being on the ball.

Edwin K. Wheeler
General Manager
WWJ-AM-FM-TV
Detroit

* * *

Apology

EDITOR:

In the April 28 issue of BROADCASTING • TELECASTING, Bill Loader, promotion manager of WHAS-TV Louisville, writes that the American Civil Liberties Union erroneously identified WHAS-TV as one of the stations carrying a kinescope of a January 1950 *Toast of the Town* program. The identification was made in our complaint to the FCC charging radio-TV blacklisting.

Mr. Loader is correct. . . . The fact, as Mr. Loader points out, is that WHAS-TV did not go on the air until March 27, 1950. . . .

The error was not deliberate, and we have informed the FCC of the correct identification. . . .

Alan Reitman
Assistant Director
American Civil Liberties Union
New York

LISTENERS . . . GET THE "Brass Ring"

BOB HICKS

HERE at KLRA we think we have come up with a different type disc jockey show—"Merry-Go-Round". Bob Hicks, who emcees the show, has built a great listening audience with a couple of little "gimmicks" that pay off for advertisers.

Bob has a mystery tune, or a mystery singer, or poses a question about some popular star of radio. His listeners have to call him with the answer. First correct one wins merchandise prizes. When "Merry-Go-Round" hits the air, the phones start buzzing. 18 to 24 calls daily (all that can be handled), usually bring the answer. And for out-of-town listeners there is a weekly question to be answered by mail. 200 to 250 pieces of mail weekly to this one program is not unusual.

Such interest really pays off for advertisers. For success stories about "Merry-Go-Round", and for availabilities, call any O. L. Taylor office, or write us direct.

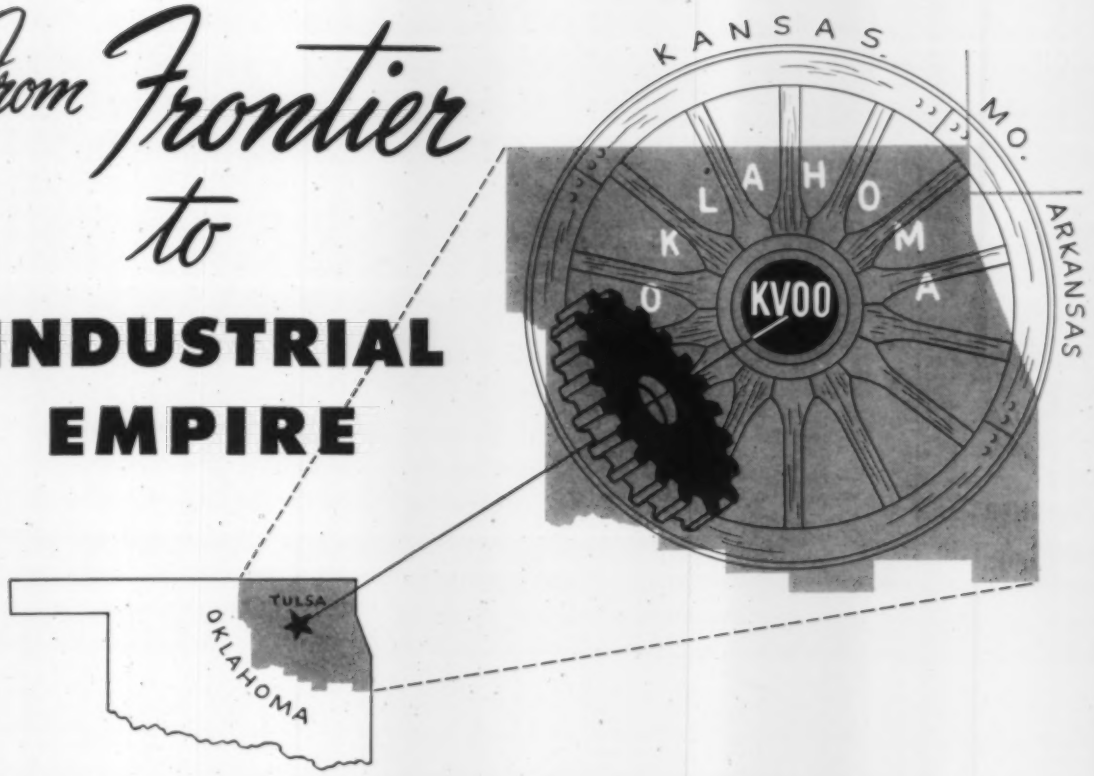
"Merry Go Round"

ADVERTISERS GET THE "Gold Ring" in the CASH REGISTER

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC • CBS RADIO

KLRA
LITTLE ROCK

From Frontier to INDUSTRIAL EMPIRE



OKLAHOMA'S NO. 1 MARKET, WITH TREMENDOUS WATER, POWER, FUEL AND MINERAL RESOURCES, CREATES A NEW INDUSTRIAL EMPIRE.

Another run* is being made in Oklahoma—the run of industry into the booming Tulsa Market Area in northeastern Oklahoma. New industrial plants—making paper liners, glass products, shipping containers, garments, and tires—have been established recently in the rich concentrated Tulsa Market 30 county area. And more are on the way to take advantage of the abundance of industrial water, fuel, power and natural resources of the area. This area, comprising only about a third of the state's land area, already has nearly half of the manufacturing establishments of the state; over 50 percent of the factory workers; and nearly 60 percent of the annual wages paid to factory workers in Oklahoma. It also has 48 percent of the state's bank deposits and over 43 percent of retail sales. Tulsa, the hub of this market area, is the Oil Capital of the World, having more oil producing, refining and marketing companies maintaining home offices there than does any other city in the world. This insures a consistent high level of income. Tulsa is the center of a rich agricultural region of diversified interests.

*The famous land run into Oklahoma was staged in 1889.

ONLY KVOO BLANKETS THIS RICH MARKET, PLUS BONUS COUNTIES IN MISSOURI, ARKANSAS, AND KANSAS.

KVOO has served this No. 1 Market in Oklahoma for 26 years—longer than has any other radio station, and enjoys a dominant position in every segment of the broadcast day throughout the area. Each of the 30 counties in the Tulsa Market Area is within the KVOO 50 to 100% BMB daytime area and 29 of the counties are in the 50 to 100% nighttime BMB area. In addition, there are plus bonus counties in Missouri, Arkansas and Kansas, and in the other sections of Oklahoma in the 50 to 100% KVOO—BMB area.

KVOO's Farm Department programs are a "buy-word" in the Tulsa Market Area. You'll be interested in the department's 24-page Tenth Anniversary Brochure. Write for your free copy.

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

NBC AFFILIATE

Here's Archer!

GENE ARCHER

WRC's Gene Archer, to be exact. Gene's delightful mid-day program features the Cliff Quartette's individual music, popular records . . . **plus** Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:15-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

FISHING and hunting shows on TV give promise of a lucrative market in sports programming, judging from the responses to a 15-minute fishing show film, *Goin' Places With Gadabout Gaddis*, initiated on WBZ-TV Boston last fall.

The film, made by Beacon Television Features and sponsored for 26 weeks by the Pontiac Dealers of Greater Boston, whipped up the enthusiasm of the 29 dealers in a few weeks after they found themselves swamped with personal calls for road maps offered free on a commercial.

Within 13 weeks, more than 25,000 Gadabout Gaddis fans had called at Pontiac showrooms for the maps, which had been gathering dust until then.

Fishing, considered a "participant" sport instead of a spectator sport, may be exploited on TV as a spectator sport, according to Leonard Sanderson, president, and Barbara Keane, treasurer, of Beacon Television Features.

The syndicated film feature, aired Thursday at 6:45 p.m., received a February Pulse rating of 9.5, Mr. Sanderson said, with an enthusiastic mail response. A mail survey indicated averages of 2.04 male viewers per set, 1.41 women and 1.61 children, for an average of 5.06 viewers per TV home, at a cost of $1.67 per thousand viewers, he said.

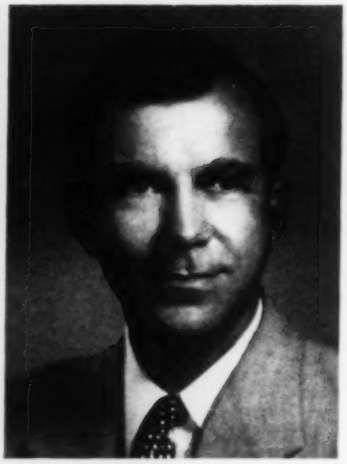
Breslau Bros., a furniture and household appliance chain, contracted for the series for 13 weeks over WRGB (TV) Schenectady, N. Y., with the Dodge dealers of that area sponsoring an additional 13 weeks after the first series ran out in March and a flood of letters and signed petitions requested the show's continuance. Evinrude Motors in Milwaukee has signed for the series on WTMJ-TV Milwaukee and the Old Stone Bank has contracted for it on WJAR-TV Providence, R. I.

In Boston, the Pontiac dealers,

(Continued on page 48)

Gadabout Gaddis, star of the TV syndicated film fishing series, shows catch in scene from one of his adventures.

strictly business



JAMES H. COBB

THE fine art of keeping not only abreast but often ahead of developments which affect the future of Delta Air Lines enhances the reputation of James H. Cobb Jr., Delta's director of public relations and advertising, for ingenuity and alertness.

Running down hearsay that Atlanta was to get a new television station, WLTV (TV), Mr. Cobb contacted the man he also heard was to be assistant general manager, and before the station knew what its call letters were to be, Mr. Cobb was waving a reservation calling for 9 p.m. TV spots every day in the week for the air line.

Or take the time radio first met the Cobb influence, when Delta booked a chain break announcement immediately preceding a national news roundup program. Since the 15-minute program at that time had no sponsor and unable to afford sponsorship himself, Mr. Cobb persuaded the same network newscaster to record the spots

(Continued on page 60)

"It's Coverage That Counts!"

You can't get a good Hooper or Conlan rating with a "Bikini" coverage. No siree, you've got to get old-fashioned "head-to-heels" coverage . . . and believe us that's what you get when you buy WBRE in this Wyoming Valley Pennsylvania market of nearly 500,000 population.

WBRE

WILKES-BARRE PENNSYLVANIA

AM-FM NBC AFFILIATE

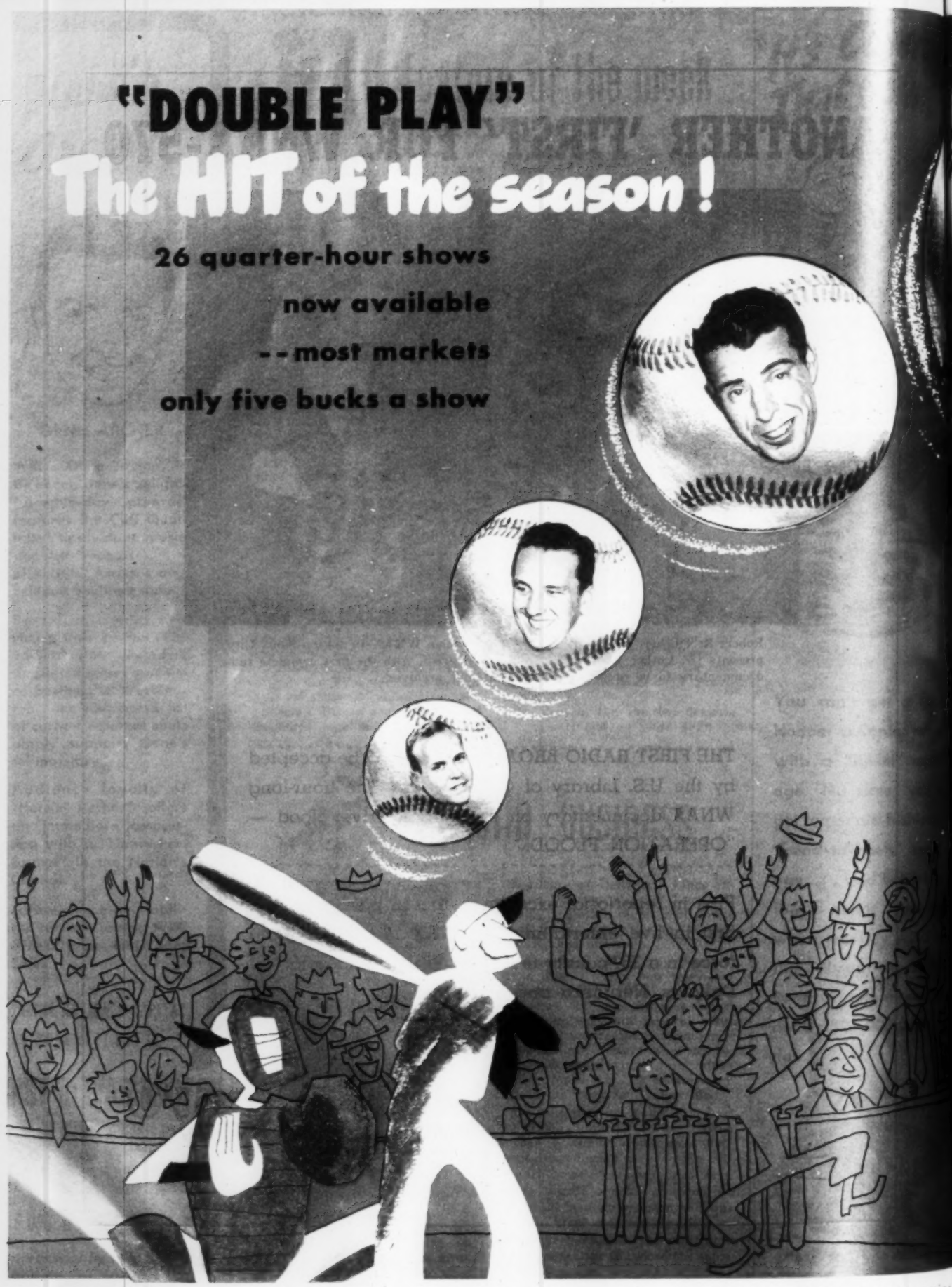
ANOTHER 'FIRST' FOR WNAX-570

Robert R. Tincher, general manager, radio station WNAX (Yankton-Sioux City) presents Dr. Luther Evans, Librarian of Congress, with the first complete radio documentary to be accepted for our national archives.

THE FIRST RADIO BROADCAST ever to be accepted by the U.S. Library of Congress was the hour-long WNAX documentary on the Missouri river flood — "OPERATION FLOOD."

First in reportorial excellence, first in public service, first in live entertainment, WNAX is the dominant force in a 267-county major market in Minnesota, the Dakotas, Nebraska and Iowa.

WNAX-570
YANKTON - SIOUX CITY
A Cowles Station


"DOUBLE PLAY"
The HIT of the season!
26 quarter-hour shows
now available
--most markets
only five bucks a show

Durocher and Day

SCORE WITH SPONSORS by giving them baseball's best known nationally publicized husband and wife team, Leo "Lippy" Durocher and his charming wife, Laraine Day, in the just released "DOUBLE PLAY"...26 quarter-hour open end shows...shows that feature all-time greats in baseball as guest stars...STARS like BOB FELLER, JOE DI MAGGIO, RALPH KINER, CHARLIE DRESSEN, CASEY STENGLE, BOB LEMON, ROGERS HORNSBY and many, many more.

This brand new show can be exclusively yours in your market if you *ACT NOW*. Get on the ball and rush your order by phone or wire to the office nearest you.

If your prospect wants to listen *before* he buys, put five bucks our way and we'll ship an audition disc – the five to be applied on account when he signs up. *And your sponsor will buy* because Durocher and Day plus baseball's best known personalities add up to a home run in any advertiser's ball game.

Don't be left on base. Grandstand seats are priced right for sponsorship – most markets at $5 and $10 – a few from $15 to $40. NONE HIGHER.

Standard Radio

140 N. La Brea, Hollywood
WEbster 8-9181

360 N. Michigan, Chicago
CEntral 6-0041

444 Madison, New York City
Plaza 3-4620

Transcription Services, Inc.

A product of *The Sponsor Tailored* Service

So much for so little

At low, *low* rates, WITH in Baltimore delivers advertisers a tremendous, responsive audience. You get more listeners-per-dollar from WITH than from any other radio or TV station in town. That's why WITH constantly produces *low cost results.*

No wonder WITH is so popular with the local folks! Their advertising must get quick, profitable sales or it just doesn't run. *And WITH regularly carries the advertising of more than twice as many retail merchants in Baltimore as any other station in town!* Get WITH on *your* schedule. Your Forjoe man will give you the whole story.

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

BROADCASTING

Vol. 42, No. 21 MAY 26, 1952

SECOND RATE CUT CRISIS

Affiliates Gird for Network Fight

By EDWIN H. JAMES

THE ALL-RADIO Affiliates Committee met last week under circumstances that were every bit as unpromising as those prevailing 13 months ago when the committee was created in a desperate effort to shore up network rates against the threat of cave-in.

Last week the committeemen must have felt they were back where they came in. Emerging from a two-day session in New York, they had the look of men who had seen the restraining timbers giving way a second time and the first trickle of muck oozing through them. "It is," said one, "only a matter of time."

There was more than passing comparison between the situation last week and the situation of April 1951, when the committee was formed at a mass meeting of network affiliates in Chicago.

Last year, CBS Radio had announced a rate cut and other networks were expected to (and did) follow suit.

Last week, though no one—not even key affiliates—had been advised of radio network intentions, there were indications that again CBS Radio was about to take a plunge. If that were to happen, the others would unquestionably meet the competition.

Little Recourse

What can the Affiliates Committee do to prevent another collapse of network rates? The answer: Very little. If the committee had any chance of holding off the reductions of a year ago, it has a much weaker chance now. The reason is that in the interval CBS Radio has managed to rewrite a large majority of its affiliation contracts.

Except for perhaps a dozen key affiliates, CBS Radio stations now have contracts that allow the network to change rates at will without consultation with the stations. It is doubtful that these dozen could throw up a roadblock big enough to stop a rate cut if the network decided it was time to make one. Let CBS Radio cut its rates, and the other networks would probably have little trouble bringing their affiliates to accept reductions to match. To hold out would mean presenting CBS Radio with all the business it could cram on its air.

However gloomy the network radio future looked, the Affiliates Committee seemed assured as to the destiny of radio in general. For most members, local and spot business was at least holding its own and in many cases increasing. Both the Affiliates Committee and the AM committee of the NARTB which met the next day in New York made ambitious plans for important research projects which had the common aim of improving radio's position among all media.

● At the Affiliates Committee meeting, a major topic of discussion was the proposed study of existing audience measurement services to be undertaken by the Advertising Research Foundation if it can get the necessary funds.

This study, wanted by a majority of the agency subscribers on ARF, would attempt a thorough evaluation of existing rating services to find their weaknesses and define their limitations. Its purpose would be to correct the now widespread misuse of ratings and further to match one service against another in an effort to show what each can and cannot do.

Whether this ARF study can be undertaken will be decided this week. Edgar Kobak, president of the ARF, will present the proposal to the Finance Committee of Broadcast Advertising Bureau, of which he is chairman, today (Monday). Mr. Kobak explained the plan last week to the Affiliates Committee, of which he also is a member.

He said last week that the cost of the special "research into research" would be "around $25,000." He hoped that BAB would put up the money.

● Meeting Thursday in New York, the AM Committee of NARTB adopted a resolution calling for one of the most fundamental research jobs in recent radio history.

Allerton Heads Study

Under this plan, Richard Allerton, NARTB director of research, will conduct a painstaking study into a large sample of radio station operations. His aim is to find out what makes some stations successful and others not.

Out of Mr. Allerton's work, it is hoped, will come the first definitive guide to good radio station management. He will examine all phases of radio operation, including rates. In the latter connection, he said preliminary studies indicate that radio is priced too low in most markets.

Another by-product of this study, it is expected, will be such complete financial information on station costs as to dissipate the belief widely held in some advertising quarters that unlike other media radio is cheap to run.

In this regard, the remark made a year ago by a top advertising executive of a major advertiser (who was also a member of the Assn. of National Advertisers' Radio-Television Committee) was recalled. He said he could understand how rate increases could be justified by newspapers and magazines because their costs had risen. But as for radio, he said, "Why, the air is free."

Following its two-day meeting, the Affiliates Committee last Thursday issued a carefully-worded statement which said, in a restrained way, what the members had been saying during the meetings.

"Affiliates of each network," said the statement, "expressed grave

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PLATT RAPS TV

Hits 'Name' Mania, Smuttiness

JOHN Q. PUBLIC and Uncle Sam are getting impatient with the television industry, and TV's time to get its house in order is running out. This was one of the charges made against the industry by John H. Platt, vice president in charge of advertising and public relations for Kraft Foods, Chicago, when he spoke Wednesday at a joint luncheon meeting of the Chicago Television Council and Radio Management Club.

Mr. Platt, who outlined his company's successful use of the *Kraft Television Theatre* on NBC for five years, said television has "had several more years of grace than it might reasonably expect," and that it has also "about used up its luck."

He called for higher standards of programming, a halt to the business of programming and talent being in the hands of a few by default, and for clear thinking by men in control of program content. Reminding his audience "no man is an island unto himself," Mr. Platt said that every poor show "slips a little shine off the successful ones."

After using television through the period when it was "glamorous," Mr. Platt said the star dust has been removed and he recognizes it as "just another advertising medium, but a powerful one to be sure."

Too many shows, in his opinion, are "burlesque spectacles for the tavern trade," Crudity and a lack of showmanship would decline, he said, if agency and client representatives would watch television and see what they would choose for their own families' viewing. If this happened, there would be "a lot less competition to book big names, especially comedians who have to drop their trousers and tell smutty stories to get an audience."

Mr. Platt was especially concerned with the trend of program and talent control to the networks and away from independent packagers and advertising agencies, which together form the only block which can "provide a spur to competition, a break to runaway prices and a stimulant to entertainment."

Television has "a god-like ability to let people see something that is happening thousands of miles away," and yet the two leading networks participate in "a sorry spectacle of attempting to control as many big names as possible," few of whom have devoted audiences. This talent war, Mr. Platt said, "is ineffective and ill-conceived, and we want no part of it."

Networks "are competing to a ridiculous degree, and this imperils the entire future of television. We are perfectly willing to pay our own bills, but we don't want to be charged for dead weight in the $40 million per year talent business."

The industry has "failed to recognize television for what it is . . .

(Continued on page 38)

RADIO'S CLAIM

McGill Cites Role In New Community

W. B. McGILL, who prepares the business paper advertising of Westinghouse Radio Stations Inc., is ready to back up his claims for radio's potency as an advertising medium.

As director of the WRS advertising and promotion, he explained in a May 20 letter to Lawrence Roehsler, research director of the newspaper representative firm, Moloney, Regan & Schmitt, why an advertisement in the current Westinghouse series contained this statement:

"In many new communities, radio is the only medium that reaches anything like a real majority of the homes."

The statement inspired this observation by Mr. Roehsler, "I have not been aware of any situations of this kind and will very much appreciate you giving me a list of these communities, together with any figures you might have regarding penetration of various advertising media."

Mr. McGill accepted the challenge.

"We at Westinghouse Radio Stations appreciate your interest in our business-paper advertising and your specific inquiry re a statement carried in one of the series, now current, on the subject of community relations," he replied. "In any brand-new community, it takes time to build up distribution of newspapers and magazines. On the other hand, 96% of all new homes become radio homes as soon as the occupants move in."

Radio Figure Stable

Radio ownership stays practically standard at over 90%, he continued, observing that in Philadelphia the most widely distributed newspaper reaches only two-thirds of the families in the "city zone." That was termed an over-all average, and more than likely below the two-thirds figure in brand-new communities.

"I'm sure you readily grasp the broad aspects of the implied theme," Mr. McGill wrote, listing them as follows: "The persuasiveness of the human voice; the accessibility of around 96%, a significant majority, of the homes; and when a new housing development springs up and occupants move in, sometimes, as in my own case when I moved to Washington (and I think this prompted the statement you quote) how the new apartment building with accommodations for 200 families was full before they got the cement floor laid and the carpet down in the lobby . . . and each family brought along its radios (plural is correct) and plugged them in along with the toaster, clock, stand lamps, etc. It is later on that they get around to selecting and obtaining other additional sources of news and entertainment on a regular basis.

"However, radio is already there—in 96%, a majority of the homes—and when people leave their homes to go somewhere by automobile, a majority of them take their radio along, figuratively, by having a set installed in their car.

"A few months ago, in Philadelphia, we hired a research concern to station checkers on the Delaware River Bridge over a weekend. They counted the cars and 69% plus were fitted with car-radio antennas. Happy people! They whistle while they work . . . they listen while they drive.

"Although auto listening may not run a great percent of total listening, nevertheless it helps to provide those over-all ARB figures on time spent with major media which come out: Radio, 108 minutes; TV, 43 minutes; newspapers, 34 minutes; magazines, 18. Let's see—43 plus 34 plus 18 equals 95, and I guess 108 is a majority there, too.

"'Majority' can mean many things; for instance, if one wants to reach a majority of the 48 states with one 'local' medium he could do it with radio."

After citing a number of examples of radio's pulling power, Mr. McGill concluded: "We're proud to have, in radio, a medium that can turn in such instantaneously effective and human worthwhile results. . . . I will close with a more than casual nod to the nation's advertisers who, through their round-the-clock use of radio, make such things possible."

Canada Audience Report

A NEW share-of-audience report is being released quarterly by Elliott-Haynes Ltd., Toronto, showing over-all audience indices for each station by time intervals in five major Canadian markets, Montreal-English, Montreal-French, Toronto, Winnipeg and Vancouver. First survey, released in mid-May, covers the first three months of 1952.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

Extra-Week April 13-19, 1952

EVENING, ONCE-A-WEEK NIELSEN-RATING*

Current Rank		Current Rating Homes %
1	Lux Radio Theatre (CBS)	11.9
2	People Are Funny (CBS)	10.6
3	Amos 'n' Andy (CBS)	10.6
4	Jack Benny (CBS)	10.3
5	Charlie McCarthy Show (CBS)	9.7
6	Pabst Blue Ribbon Bouts (CBS)	9.0
7	Arthur Godfrey's Talent Scouts (CBS)	8.9
8	Mr. Keen, Tracer of Lost Persons (NBC)	8.8
9	You Bet Your Life (NBC)	8.7
10	Fibber McGee and Molly (NBC)	8.4

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . Let's think it over, fellows. After all the majors are being sold for $12,000,000."

TONI AD MANAGER

To Take Agency Post

DON NATHANSON, advertising manager and director of public relations for the Toni Co., Chicago, will soon join Weiss & Geller, Chicago agency, as an account executive.

Mr. Nathanson has been with Toni five years and has been associated with it since Toni was founded by Niesen and Irving Harris. He will take with him the Prom Home Permanent account, which spends $2 million yearly in advertising.

Prom, a home permanent wave, has been handled by Foote, Cone & Belding, Chicago, which supervises the bulk of the Toni business, although Tatham-Laird in the same city handles some product advertising.

One reason given for the transfer from FC&B is the intense competition between the two home waves. Toni is the No. 1 best seller, while Prom is reportedly competing with Procter & Gamble's Lilt for second place. Both radio and TV will probably be used for Prom at Weiss & Geller, whose major broadcast account now is Wine Corp. of America (Mogen David).

Toni is owned by the Gillette Safety Razor Co. One company representative said there may be no replacement for Mr. Nathanson as the firm has a brand plan in which each product has its own advertising manager. Mr. Nathanson was co-founder and partner in the D. S. Manson agency, Minneapolis, where he also published "Radio Showmanship."

Rand Agency Named

IDEAL Film Corp., N. Y. (roll film), names Rand Advertising agency to direct its national campaign, effective immediately. Radio and TV will be used with final budget and placement scheduled to be announced later.

DORRANCE & CO.

Promotion Firm Founded

ESTABLISHMENT of Dorrance & Co., new promotion firm, was announced last week by Dick Dorrance, who simultaneously resigned from MBS as director of public relations and press information.

Mr. Dorrance

The new organization, 32 E. 39th St., New York 16, will specialize in promotion planning and writing with emphasis on services to the radio, TV and ad agency fields.

It begins business with six clients, largest of which is the Socony-Vacuum Oil Co., said Mr. Dorrance.

Mr. Dorrance has been active in all phases of promotion work for the past 15 years. In 1946, he was co-founder of O'Brien & Dorrance which served clients in promotion projects for nearly five years. In early 1951, Mr. Dorrance left and spent two months in Europe before joining MBS that May.

Prior to the beginning of O'Brien & Dorrance in 1946, he had been director of promotion for the eight CBS-owned stations, and for the CBS Radio Spot Sales.

During World War II, Mr. Dorrance served with the Radio Bureau of the Office of War Information. He wrote newsletters of the Broadcasters' Victory Council.

From 1940 to 1942, he was promotion director and later general manager of FM Broadcasters Inc. Before that, he worked in press-special events at WOR New York.

Included in the services which Dorrance & Co. will offer are sales and audience promotion campaigns, direct mail, trade paper advertisements, newsletters, sales letters, presentations and film scripts.

MAJORS' RADIO, TV GATE

Told on Hill

ONLY four teams of the major leagues' 16 failed to net more money from radio-television rights than from the highly remunerative ballpark concessions in 1950.

This remarkable fact appears in voluminous report on baseball released by the House Monopoly subcommittee last week.

In the four teams which did not gain more money from radio-TV than from concessions, the differences between the two money-makers were slight.

Some baseball quarters had been claiming that broadcasting and telecasting of games eats into attendance. Herewith are figures for 1950, showing income from attendance at games both home and away, exhibition, radio-TV and concessions for every team in each league:

As the charts show, the Philadelphia Athletics, which have not been in the front-running in the American League for years, received an income of $184,575 from radio-TV alone. This amount is about three times the money it received from ballpark concessions and two-thirds the amount it got from attendance at away games, and more than half the income it earned from attendance in its own ballpark.

Combining both income from radio-TV rights and concessions, the major leagues totaled a substantial income that compares favorably with the total revenue from attendance.

Nats' Broadcast Fees Typical

The Washington Senators in the American League, for example, with $127,848 in radio-TV rights and $103,219 from concessions earned more than half the income from attendance in its own ballpark. Its radio-TV and concessions brought it roughly 40% of its revenue in 1950.

Were radio-TV income taken away from all the clubs in both leagues in 1950, the result would have pared profits considerably and in cases where losses were suffered by clubs, the minus column would have been greater.

Here is a comparison of figures presented:

American League: The Boston Red Sox that year lost more than $100,000, its revenue from radio-TV alone was twice that figure; Chicago White Sox made more than $65,000, its radio-TV revenue was three times the amount; Cleveland Indians made more than $450,000, its radio-TV rights netted half the amount; the Detroit Tigers were $112,638 to the good, radio-TV revenue topped that total by more than $70,000; the New York Yankees, the leagues' money-maker netted $497,000, radio-TV rights for 1950 were $416,250; the Athletics lost a whopping $315,920, radio-TV was more than $180,000; St. Louis Browns netted $42,957, its radio-TV revenue was about twice that amount, and the Senators squeaked by with $5,177 (but $38,000 in dividends) while radio-TV revenue was $127,848.

INCOME AMERICAN LEAGUE, 1950

	Boston	Chicago	Cleveland	Detroit	New York	Philadelphia	St. Louis	Washington
Games at home	$1,451,662	$732,628	$1,454,962	$1,870,654	$2,526,085	$312,012	$271,256	$615,207
Games away	423,542	246,385	306,321	408,179	451,958	264,823	230,612	224,030
Exhibition games	73,134	45,663	7,272	29,466	115,015	49,116	39,877	28,341
Radio and television	204,453	185,964	256,024	194,453	416,250	184,575	87,421	127,848
Concessions (net)	174,079	172,486	140,522	256,763	441,561	36,773	41,810	103,219

INCOME NATIONAL LEAGUE, 1950

	Boston	Brooklyn	Chicago	Cincinnati	New York	Philadelphia	Pittsburgh	St. Louis
Games at home	$1,001,573	$1,381,326	$1,090,674	$613,575	$1,021,400	$1,374,902	$1,393,716	$1,223,105
Games away	231,263	395,452	170,299	187,790	244,952	263,863	186,106	282,214
Exhibition games	63,343	122,475	60,109	39,329	66,844	57,115	54,618	59,790
Radio and television	214,740	339,809	189,718	156,355	252,306	191,303	181,884	182,365
Concessions (net)	160,572	215,984	293,657	109,465	226,374	120,201	150,028	292,801

* * *

National League: The Boston Braves lost more than $300,000, radio-TV rights were $214,740; the Brooklyn Dodgers were in the loss column by $8,587 (but paid $99,750 in dividends), its radio-TV revenue stood at $339,809; Chicago Cubs lost $133,124, radio-TV revenue was $189,718; the Cincinnati Reds paid $14,270 in dividends but lost $64,873, radio-TV rights were $156,355; the New York Giants' loss was over $264,000 but dividends were $23,502, radio-TV rights managed them $252,306; the Philadelphia Phillies in the profit column by $309,579, radio-TV rights hit $191,303; Pittsburgh Pirates profited $138,220, radio-TV revenue was $181,884, and the St. Louis Cardinals netting $263,202, radio-TV brought in $182,365.

All figures of net income or loss shown above is after taxes. The radio-TV figures are revenue before taxes. Nevertheless, the comparisons point up the extent to which radio-TV are buttressing revenue columns of every major league club.

As the House subcommittee put it in its report:

Revenue coming directly from paid admissions to exhibition and championship games comprised 74.1% of major-league income in 1950. Concession purchases by these fans accounted for another 9.2%. And radio and television receipts, which largely depend on a club's popularity with the fans, brought another 10.5% of the gross operating income. The remaining 6.2% was derived from park rentals, park advertising, and other miscellaneous sources.

TV Money Limited

IN THE 1950-51 baseball seasons, many clubs were restricting the number of their telecasts. Despite this effort attendance still slumped in 1951, according to a BROADCASTING • TELECASTING story last year [B•T, July 16, 1951].

Here is a run-down of clubs:

Senators, who telecast regularly in 1950, limited TV to 21 home games in 1951; Boston Braves limited their TV to 45 in 1951; Boston Red Sox telecast all home games; Chicago White Sox were telecasting all home day games but not night games during both seasons. Neither the Pirates, the Browns nor the Cardinals were telecasting regularly. The Tigers' policy has been to telecast on selected weekdays only. The Athletics telecast regularly. Cincinnati Reds did not have full TV coverage. The Indians, Giants, Yankees, and Cubs had full TV.

Thus, it can be pointed out that for the purposes of comparing figures in the congressional report, major league teams were getting *limited* revenue from TV rights.

STORER STOCK

Registration Asked at SEC

STORER BROADCASTING Co., which became the new corporate name of Fort Industry Co. on May 2 [B•T, May 12], has filed a statement with the Securities Exchange Commission seeking registration of 215,000 shares of its $1 par common stock, of which all but 15,000 shares are outstanding.

George B. Storer, president, told BROADCASTING • TELECASTING last week that no underwriter's agreement had been signed and that there has been no decision as to when or whether the stock would be placed on the market.

Mr. Storer

He pointed out that the SEC filing was essential preparatory to issuance of the stock and that "accelerated consideration," which might run 20 to 30 days, had been requested. Assuming the plan is found in order, Mr. Storer asserted a decision then can be made as to how Storer Broadcasting Co. will proceed.

Two underwriters—Reynolds & Co. and Oscar E. Dooly & Co.—would purchase the stock from three stockholders, with 170,000 shares designated for resale to the public.

Selling stockholders are Mr. Storer, owning 656,500 shares (59%); J. Harold Ryan, Toledo, director-vice president-treasurer, 120,500 shares (10.87%) and his wife, Frances S. Ryan, 152,500 shares (13.75%). They are selling 75,600, 47,200 and 47,200 shares respectively to the underwriters.

In addition they are selling another 10,000 shares (4,400, 2,800 and 2,800 shares respectively) to certain employes. Mr. and Mrs. Ryan also have reserved another 20,000 shares which are covered by options granted by two of the selling stockholders to the two underwriting firms, with terms of the sale to be decided later.

Finally, 15,000 shares have been reserved for issuance to a group of key company officers upon the exercise of options.

With sale of their portions, the three above stockholders will then own common stock as follows: Mr. Storer, 576,500 shares; Mr. Ryan, 70,500 shares; Mrs. Ryan, 102,500 shares. Mr. Storer retains approximately 52% stock control, through direct ownership, plus family trust stock which he established and votes during his lifetime amounting to an additional 137,500 shares.

When the firm was reorganized earlier this month, the former Class A common stock, no par value, was changed to $1 par and 1,700,000 shares of new common stock were authorized and each outstanding share of Class A common was changed into five shares of the new common. The former Class B common was eliminated. The 5% cumulative preferred $100 par stock was changed to 5% cumulative preferred, $30 par, with each share changed into 3½ shares of the new preferred.

If all shares are sold as proposed, according to the registration statement, the Storer family (including his brother-in-law and sister, Mr. and Mrs. Ryan, and two trusts set up by Mr. Storer) will own 79.1% of outstanding common stock.

Book value of stock (1,106,000 shares plus 3,000 in treasury) as of May 2, 1952 was $3,472,937, or $3.14 per share, it was stated. The company refinanced loans this

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ARBI STUDIES

Sweeney, Barnes Debate Media

ADVERTISING Research Bureau Inc. studies of radio and newspaper effectiveness in inducing retail store traffic were defended by Kevin Sweeney, vice president of Broadcast Advertising Bureau, and attacked by Howard S. Barnes, director of the Bureau of Advertising of the American Newspaper Publishers Assn., last Thursday.

The representatives of the rival media squared off at a luncheon meeting of the American Marketing Assn. in New York.

Mr. Sweeney said that "there is no common tongue except one in which we can converse about the respective effectiveness of these media. The common tongue is sales results. The ARBI reports attempt to use this common denominator—what happens at the cash register to measure media and media's use."

Background Given

He then went on to explain the method of ARBI and its history.

"On the basis of the 50 ARBI studies BAB published," he said, "representing 45 different stores in 25 different cities—and more than 7,000 completed interviews—BAB (not ARBI)—arrived at some tentative conclusions about retailers advertising. These are:

(1) When an item is advertised by a retailer, he is liable to do four times the business he would normally do on that item.

(2) Newspapers do an effective job for retailers—but it seems only part of the job. There is a market that reads and buys.

(3) There is also a market that listens and buys—a market that is as large or larger than the market reached by the newspaper—a market that responds best to advertising they listen to.

(4) There appears to be a relatively small duplication between these two markets.

(5) The picture of merchandise created in the human mind by words is as good a picture—if not a better one—than that created by a printed picture.

(6) No amount of type or advertising will sell lousy merchandise or badly priced merchandise.

Mr. Sweeney said BAB is interested in furthering more research that gets to the kernel of the matter . . . how much sales for how many advertising dollars.

Mr. Barnes told the group that "the main issue . . . is *not* research; the main issue is not the relative effectiveness of radio and newspapers. The basic issue is *advertising*."

Mr. Barnes suggested five points that researchers might ask about the ARBI tests:

(1) Secure from ARBI a representative group of the *original* reports for detailed study; (2) Ascertain whether the 70% to 95% of the people who showed interest in the featured merchandise who were actually interviewed were typical of the *entire* group; (3) Why was it important to ask a person *when* he saw or heard the advertising; (4) Why was the layman asked: "In your opinion, do you think the store gets better results from newspaper advertising or from radio advertising?" (5) Why not submit a group of the original reports to the Advertising Research Foundation and let impartial organization pass on the soundness of the method and the validity of the results?

He did not concede that in the 50 tests published by BAB "radio seems to have sold more of the featured merchandise in a majo[rity] of cases."

"But to me," Mr. Barnes [ex]plained, "that is not the most [im]portant point. The important [po]int is that these tests seem to [in]dicate had little influence on the [su]bsequent use of newspapers by [the] participating retailers.

"I don't believe the ARBI studies prove a thing," he stated. "The retailer's basic concern is not [the] number of people who [in]quire about a featured item because [of] radio, or newspapers . . . his basic concern is *total* traffic and [to]tal sales. And total profits."

WBS APPOINTS

All-Canada Radio Firm

WORLD Broadcasting System has appointed All-Canada Radio Facilities Ltd., as programming and distribution associates for WBS Sales and Program Services in Canada, effective June 1.

In addition to owning and operating several stations, All-Canada Radio represents "many" Canadian stations, spokesmen said, and is described as the largest single supplier of radio program material in Canada. Firm has represented Frederic W. Ziv Features in Canada for several years. Negotiations were made by Robert W. Friedheim, WBS general manager, and Stuart McKay, All-Canada assistant general manager.

SOUTHERN CALIFORNIA Broadcasters Assn.'s new officers, elected May 8 at Hollywood meeting, are (l to r): Austin E. Joscelyn, director of operations, CBS Hollywood, SCBA board member and outgoing president; Robert O. Reynolds, vice president-general manager, KMPC Hollywood, SCBA board member; Thelma Kirchner, general manager, KGFJ Hollywood, SCBA secretary-treasurer; Robert J. McAndrews, commercial manager, KBIG Avalon, SCBA board member; and Calvin J. Smith, president-general manager, KFAC Los Angeles, SCBA president.

LBS SUCCESSORS

Several Regions Planned

SEVERAL moves toward formation of regional networks developed [last] week on the heels of Liberty Broadcasting System's suspension [Broadcasting, May 19].

● Liberty's principals—Barton R. McLendon, co-chairman of the LBS board, and his son Gordon, LBS president—announced last week they were setting up West Coast and Texas-based regional hookups. They hinted, too, at the possibility of starting another nationwide operation eventually.

● Peoples Broadcasting Corp., operating WOL Washington and WRFD Worthington, Ohio, announced Thursday that a group of mid-Atlantic and Southeastern stations interested in formation of a cooperative regional network would meet in Washington June 5-6.

● Tom Carr, former Liberty station relations vice president in the Southeast, was contacting about a hundred stations in that area with the idea of setting up a regional hookup. This project involved possible Washington program origination at WOL, which had supplied a large volume of programming to LBS.

The projected West Coast operation of Liberty's principals was outlined Wednesday at a closed meeting held in Hollywood Roosevelt Hotel, with 50 representatives of 26 West Coast stations attending.

New name of the western organization will be Liberty Radio Network. It will be incorporated in California, with offices at 6253 Hollywood Blvd., former LBS West Coast headquarters. Gordon McLendon told the group he would move his headquarters from Dallas to Los Angeles.

Benton Paschall, former LBS West Coast vice president, will be executive vice president of LRN. He told the group that Liberty's Pacific Coast hookup is slated for operation by early June. Forty stations in California, Washington and Oregon have definitely committed themselves as affiliates, he said, although contracts have not yet been signed.

LBS had 52 affiliates in the three West Coast states and Arizona, Mr. Paschall explained, predicting all will be part of the new system. The elder McLendon attended the Hollywood session.

Full schedule of mid-afternoon public domain recreations of baseball games would be included in the daily schedule, along with news casts and commentaries. Monthly cost of a baseball network using Class A lines, plus salaries, would be around $30,000, according to the Liberty officials.

Operation of a Texas-Louisiana hookup with KLBS Houston and KLIF Dallas as key station was in the works last week, with possibility service would start in 10 days. KELP El Paso would be linked with the group since it, like KLBS and KLIF, is owned by the McLendons. Also proposed as affiliates are KNOE Monroe, La., and WNOE New Orleans, owned by Gordon McLendon's father-in-law, James A. Noe.

In announcing that Peoples Broadcasting Corp. would meet with mid-Atlantic and Southeastern stations June 5-6 to discuss formation of a regional, Herbert E. Evans, Peoples general manager said:

"We found in our preliminary discussions there are scores of stations Liberty was serving that want news and special events directly from Washington, the news capital of the world. Peoples is moving forward on this idea and will make every attempt to put it into practice."

Response of stations contacted last week was "most encouraging," Mr. Evans added. Many of the stations are former LBS affiliates but he said the June 5-6 meeting in the WOL studios is in no sense restricted to such affiliates. Type of program service desired, cost and financial arrangements will be considered, he said, explaining the new service is designed "to give them what they want."

WOL and WRFD are carrying a series of broadcasts from Europe by Joseph C. Harsch, commentator who has just received the DuPont award [B•T, May 12]. Covering Gen. Eisenhower in Europe, Mr. Harsch is sending his programs to WOL via British Broadcasting Corp. shortwave facilities.

McCARRAN RESOLUTION

Hearing Asked

RADIO-TV industry, beset by a congressional program probe and a House ban, was threatened with a new setback when a resolution was introduced last week designed to close Senate hearing rooms to news microphones and cameras.

The industry immediately demanded to be heard on the resolution authored by Sen. Pat A. McCarran (D-Nev.).

A ban on the media at House committee hearings was invoked late in February by Speaker Sam Rayburn (D-Tex.) [B•T, March 3].

While the industry protested the Rayburn ban, it was unable to testify officially since the Speaker "interpreted" the rules of the House. But in the Senate, the McCarran Resolution (S Res 319) is legislation and presumably a hearing will be held.

Executive sessions — commonly referred to as "closed door" hearings or meetings—have never been open to the public nor to news media. However, all open hearings permit the public and newsmen.

Sen. McCarran's measure, referred to the Senate Rules and Administration Committee, would bar radio, TV, electrical transcription for airing, and even still photographs, from Senate committee public hearings.

Would Add New Rule

It would add a new rule to the standing rules of the Senate. It provides that "no standing, special or select committee (or any subcommittee thereof) shall require or permit:

"(a) any photograph to be taken in any room during the conduct therein of any hearing before such committee;

"(b) any photograph of any person present to testify before such committee to be taken in such room at any other time without the consent of such persons;

"(c) any witness testifying before such committee to communicate his testimony, or a picture of him testifying, to any other place through the transmission by wire or radio of any writing, sign, signal, picture or sound;

"(d) any recording of the testimony given by any such witness to be made by mechanical or electrical means except by persons duly designated by such committee to prepare for its use as true and correct record of the hearing in which such testimony is given; or

"(e) any part of any recording of such testimony prepared by mechanical or electrical means to be used in any program transmitted by any radio or television station."

Sen. McCarran told the Senate his resolution was aimed at putting into effect an American Bar Assn. recommendation of February on the broadcasting and telecasting of legislative and judicial proceedings.

He said he was studying the matter of barring radio and TV from judicial proceedings through legislation.

All that the resolution would need to become effective immediately is passage by the Senate.

Sen. Estes Kefauver (D-Tenn.), whose presidential nomination aspirations can be traced to his TV appearance as a crime buster, opposed the measure. "There should be the widest possible dissemination of committee hearings by radio, TV, newsreels and photos so long as it does not discommode the witnesses or interfere with orderly procedure."

Sen. Fred A. Seaton (R-Neb.), owner of KHAS Hastings and KMAN Manhattan, Neb., and KGGF Coffeyville, Kan., thought the proposal was "going too far."

Oregon's Sen. Wayne L. Morse (R) believed it "would have the effect of leading us further down the road toward star chamber proceedings in Senate investigations."

Sen. McCarran was asked by newsmen if his decision to introduce the measure was influenced by showing of a still picture of the Senator on Drew Pearson's TV news show the day before. He said no but said he saw the picture which depicted him in an angry mood.

The Senator said the measure only followed through on his position of barring the media from his committee hearings.

NARTB petitioned the Senate Rules group for a full hearing on the resolution. President Harold E. Fellows said in a letter to Chairman Carl Hayden (D-Ariz.):

The radio and television industry is unalterably opposed to the McCarran resolution, believing it to be a clear invasion of the rights of public media. We believe its adoption as a standing rule of the Senate would deprive the public—and the Senate as well—of a great service essential to maintaining our democratic processes.

Mr. Fellows asked "a full public hearing on the issues at stake and for the opportunity to appear in such a proceeding, to the end that the position of the industry in opposition to this resolution may be made clear to your body."

Jim Bormann, WCCO Minneapolis, president, National Assn. of Radio News Directors, said Cassius Keller, NBC Washington, chairman, NARND government liaison committee, and Theodore Koop, CBS Washington, a member of the association's board of directors, would be available to testify.

Mr. Bormann said the resolution "would have the effect of excluding the use of modern instruments of reporting. . . ."

In a letter to Sen. McCarran, Mr. Bormann noted the microphone and the camera "reproduce the event itself" and do not "provide simply a 'version' of what happens." They

(Continued on page 36)

LIBEL LIABILITY

NARTB Backs Horan Approach

NARTB in a policy statement this week places itself firmly in support of the Horan Bill that would give the broadcaster freedom from liability in the courts for candidates' statements made on the airwaves.

The NARTB position was defined as supporters of two separate approaches to the difficult problem worked feverishly on Capitol Hill [B•T, May 19, 12].

The organization's heightening interest was stimulated further by an avalanche of correspondence both at NARTB headquarters and on Capitol Hill. Mail in the Washington offices of NARTB has hit over the 500 mark, more than was received from broadcasters when the Benton Bill was offered to "review" radio and TV programs, it was reported.

Chief problem is how to keep the broadcaster out of trouble, which FCC's interpretation of Sec. 315 of the Communications Act does not permit him to avoid.

FCC interpretation, according to NARTB, "completely denies this determinative right to the broadcaster since it forbids censorship of any material proposed by a candidate for public office whether or not such material is libelous, and further sets forth the warning that the refusal by the licensee to broadcast any speeches by candidates for an election might result in a finding that the station did not operate in the public interest, convenience and necessity, and could bring about a license revocation or non-renewal."

Two courses to correct the situation, according to NARTB, would be either of the following formulas:

(1) Secure full right of censorship over political material, as is the case regarding all other program material, and assume full legal responsibility for all decisions made under that right (the status of the press);

(2) Lacking clear right of censorship over political material, secure freedom from liability (in local, state and federal courts) for statements made by candidates who use broadcasting facilities under Sec. 315.

NARTB noted that the O'Hara Bill is directed toward the first formula while the Horan legislation adheres to the second approach.

NARTB found discrepancies and confusion in the O'Hara Bill which its author is currently ironing out. NARTB noted that "Mr. [Joseph P.] O'Hara said that he was of the opinion that the members of the Congress would be reluctant to give up some protection in the law against censorship of their program content by the broadcasters," NARTB said. "The FCC by previous utterances and declarations would seem to support this reservation as well," it continued.

Therefore, NARTB said, the question comes down to "practical relief for the broadcasters in this present election year."

Fundamental thesis of the Horan Bill, according to NARTB, is:

Broadcasters are now told by the FCC that they have no power to delete defamatory material from candidates' presentations, therefore it is unfair to continue to hold the broadcasters liable in the courts.

Because of broadcaster response to the Horan Bill, "Congress is now fully conscious of the present impossible situation in which the industry finds itself with respect to political broadcasting," NARTB noted.

The association said it was aware of the constitutional question—whether Congress can deprive the states of the power to adjudicate libel action—but the Horan Bill, in its opinion, would give evidence of congressional intent that the government now fills the field of communications to such an extent as to bar the states completely.

Meanwhile it was learned that Rep. O'Hara (R-Minn.) is preparing to introduce a new bill.

The measure will revise his HR 7782 which was offered in the House a few weeks ago as a "country lawyer" approach to the problem of political broadcast liability.

Rep. O'Hara told BROADCASTING • TELECASTING he expects to offer his new bill as an amendment to the McFarland Bill (S-658), a procedure he had promised for the original [B•T, May 19].

According to the Congressman, the new language contemplated in the bill will strengthen the broadcaster's position. The legislation would attempt to give the broadcaster the discretion and authority in deleting libelous material from a candidate's talk.

Changes in the measure will affect what the broadcaster can censor. Language is to be made more specific. Rather than "place no obligation" on the broadcaster to broadcast certain material, the new measure will state that the broadcaster would have the power to censor "defamatory or obscene material" which would not subject him to any civil or criminal action in any local, state or federal court.

Additionally, a section of the original bill that would have prohibited the broadcaster from exercising power of "political or partisan censorship" is to be eliminated. But it will be made clear that apart from the censorship powers as defined above, the broadcaster shall not be able to censor other parts of a candidate's speech.

UPT MERGER

FCC Hears Levey Testimony

TESTIMONY purporting to show that high-pressure tactics were used by Paramount Pictures in its dealings with at least one motion picture theatre operator, and that efforts were made by Paramount Television Productions and General Precision Equipment to thwart the development of Scophony Corp. of America, highlighted last week's hearing before FCC on the proposed merger of United Paramount Theatres and ABC.

Also revealed were the plans of Skiatron Corp. (successor to SCA) to market a home TV receiver which will throw a "very bright" 3 x 4 ft. picture on a screen or wall. It will not use a cathode ray tube and will "work well" when color is again transmitted.

Arthur Levey, president of Skiatron, told about these and other developments on which his company is now working. He also told about the difficulties in which his former company (SCA) found itself [B•T, May 19].

Determine Patent Values

Mr. Levey testified that in May 1944 SCA found itself in a "very precarious" financial position. The SCA board of directors requested accounting firm of Barrow, Wade & Guthrie to examine the situation and to make a recommendation, he said. The purpose was to have the books of the company reflect the correct valuation of the SCA assets—which were mainly various electronic patents and the Skiatron dark-trace TV tube. It was felt that for tax purposes the value of the patents had to be determined.

Mr. Levey said a copy of the proposed patent valuations and the worth of SCA's equipment was sent to Paul Raibourn, president of Television Productions Inc. (wholly-owned Paramount subsidiary) and Earle C. Hines, president of General Precision Equipment. TPI and GPE controlled all of SCA's Class B stock, and Messrs. Raibourn and Hines were both SCA directors (at least one Class B director had to be present at SCA board meetings to make a quorum).

But after receiving the information, Mr. Levey asserted, neither Mr. Raibourn nor Mr. Hines commented on it.

Mr. Levey testified that in June 1944 he made a note to himself that said, "Regret Hines and Raibourn deliberately being uncooperative—must be up to something."

Shortly later, Barrow, Wade & Guthrie had completed their studies of SCA, Mr. Levey said. In a memorandum to SCA, attached to their recommendations, the auditors said the report had been prepared without the benefit of the views of Messrs. Raibourn or Lee Morey (SCA counsel). The accountants reported these men did not wish to discuss the subject with them, the witness said.

(Earlier in the hearing, Mr. Raibourn testified that Mr. Levey tried to keep the financial details of SCA a secret.)

Still later, Mr. Levey testified, James Lawrence Fly, former FCC Chairman, was retained as counsel for the SCA Class A stockholders in an effort to prevent the Class B directors from forcing SCA to accept a loan from them.

What SCA wanted to do, Mr. Levey said, was to make money for itself through its own patents and developments. But because of TPI and GPE's "squatters rights" to the patents—through control of the Class B stock—and because SCA couldn't borrow money until it first asked the Class B stockholders for the loan—Mr. Levey said he was afraid the two companies would keep forcing loans on SCA and finally declare the firm bankrupt.

In May 1945, the Justice Dept. advised SCA that it was interested in the company and wanted all official documents, patents, minutes of board meetings, correspondence and resolutions, Mr. Levey told FCC.

On July 5, 1945, he said Mr. Hines resigned as a member of the board of directors and three weeks later, on July 23, Mr. Raibourn resigned.

Results of Hines' Resignation

This action, Mr. Levey testified, prevented the company from functioning properly. There could not be a board of directors' meeting without at least one Class B director present, he said.

On Dec. 18, 1945, anti-trust action was instituted and by January 1949 the case was settled, Mr. Levey said.

The settlement contained these provisions, the witness stated, among others:

(1) TPI and GPE would waive their exclusivity of licenses so that non-exclusive licenses could be granted to anyone.

(2) TPI and GPE were to return and cancel their notes for loans to the company for $15,000.

Earlier, in July 1949, Scophony Ltd. (the English parent company) had divested itself of any interest in the American firm, he said.

The Skiatron Corp. was organized in 1948, he said, and following the conclusion of the anti-trust case, it took over the business and patents of SCA in 1949.

Before testifying on the financial position of SCA and the history of the anti-trust action, Mr. Levey disclosed that SCA had received several offers from various companies which wanted to be licensed to use some of the SCA patents.

The offers were rejected by the Class B directors, however, Mr. Levey asserted.

Deal Possibility Cited

One of the possible deals would have been with Allen B. DuMont Labs. It would have been a cross-licensing agreement between the two firms, Mr. Levey said. The witness contended Mr. Raibourn stated he did not think such an agreement ought to be concluded.

Previous to this time, Mr. Levey said he had talked with Dr. Allen B. DuMont several times. But after Mr. Raibourn's opinion in the matter was voiced, Mr. Levey said he was never again able to get in touch with Dr. DuMont.

Mr. Levey testified that also in 1944 Bell & Howell, through its vice president in charge of engineering, Lewis A. McNabb, approached SCA and offered to improve and manufacture the Scophony supersonic projector. Bell & Howell was prepared to spend $200,000 to design and tool up, Mr. Levey said.

The witness said that at the SCA board meeting following this offer, Messrs. Raibourn and Hines held the proposition was not acceptable and devised a counter-proposal. They allegedly said Mr. Levey should advise Mr. McNabb that they would be willing to come to terms if Bell & Howell would agree to provide SCA with all the benefits of Bell & Howell's improvements—without SCA having to pay the usual royalties. This was not acceptable to Bell & Howell, Mr. Levey said.

Later Bell & Howell wanted to borrow a receiver, but Messrs. Raibourn and Hines refused to allow the receiver to be loaned out, the witness charged.

Other offers came from General Electric and the Navy. Mr. Levey held the GE offer was not accepted by SCA because of Mr. Raibourn's "obstructionist tactics."

Arrangements were eventually completed with the Navy and it paid SCA $25,000 for certain patent rights, Mr. Levey said.

Mr. Levey concluded his testimony with a summary of the progress Skiatron has made since the 1949 "reorganization."

He said the company is working on an ultra-sonic TV receiver that will require no moving parts, using a so-called diffraction grating.

Other developments of Skiatron include experimentation with theatre TV and a test in New York of Skiatron's system of subscription TV, similar to Zenith's Phonevision tests in Chicago.

Mr. Levey will return for cross-examination in two or three weeks.

Following Mr. Levey on the stand was Charles Walders another public witness subpoenaed by the FCC. Mr. Walders is a Miami theatre owner.

He testified that he was forced to make a profit-sharing arrangement with Paramount Pictures in 1937 in order to get Paramount motion pictures for his theatre.

At first, he said, Paramount got 50% of his theatre's profits, but in 1942 this was raised to 66⅔% of the profits. In 1947 the "agreement" was terminated, he said.

Mr. Walders testified Paramount leased his Trivoli Theatre, but broke its lease. The theatre was left in "deplorable" condition, he charged.

He also testified on typical licensing agreements with Paramount.

Following Mr. Walders last Friday was to have been Arthur F. Sass, Chicago theatre operator. Following Mr. Sass will be theatre operators Donald B. Leverett and Ralph Goldberg [B•T, May 19, 12].

AMONG leading participants at the Radio and Television Institute at the Henry W. Grady School of Journalism were (l to r) Ford Bond, announcer-producer; Martha Rountree, TV producer and personality; Charter Heslp, radio-TV director, information office, Atomic Energy Commission, and Lee B. Wailes, executive vice president, Storer Broadcasting Co. Institute was sponsored by Georgia Assn. of Broadcasters and U. of Georgia [B•T, May 12].

Hollywood Touch

LISTENERS chuckled when a bulletin was aired by WGVA Geneva, N. Y., in the middle of a network program May 14. Station interrupted a quiz show to report a robbery of the First National Bank of Ovid, N. Y. Bulletin was aired just as two contestants on the show were about to bid for a bonanza. A second bulletin was aired later. The program? ABC's *Break the Bank*, of course. Police are still searching for the gunmen who did just that.

SLOAN AWARDS WINNERS AT PRESENTATION CEREMONIES LAST TUESDAY

Mr. Watters · Dr. Burks · Mr. Wagstaff · Mr. Moye (l) and Mr. Sloan · Mr. Hardin · Mrs. Bullitt · Mr. Lamb

* * *

SLOAN AWARDS

Four Broadcasters Win

FOUR leaders in safety education and broadcasting, adjudged as having made major contributions to promoting highway safety during 1951, were among the seven recipients of the Alfred P. Sloan Highway Safety Awards, presented during ceremonies held in New York's Waldorf-Astoria Hotel Tuesday night.

Fourth annual presentation of the mounted bronze plaques, designed by the late Hans Schuler, were presented by Alfred P. Sloan Jr., founder and president of the foundation which gives the awards annually to radio and television stations, networks and advertisers who work to make highways safe.

Broadcasting winners were:

Vena S. Hardin, president of WBUD Trenton, N. J., which was named winner of the local sustaining classification for a campaign launched July 5, 1951 and continuing through Labor Day. A staff member gave virtually all his time to the project, speaking before civic groups, arranging air interviews and drawing up a descriptive letter, requested from other stations and automobile clubs which sought to adopt similar campaigns.

Mrs. Bullitt Is Winner

Mrs. A. Scott Bullitt, president of KING Seattle, winner among regional stations carrying sustaining programs. KING's winning *Traffic Jamboree* program is an hour-long safety reminder to motorists on their way home from work, enforced by special announcements recorded in hospital rooms, police courts and traffic scenes. The station broadcasts a total of 606 hours devoted to safety during the year.

M. C. Watters, general manager WCPO-TV Cincinnati and vice president of Scripps-Howard Radio Inc. Station was winner in TV sustaining category for contributing 373 special safety programs, 14,370 spot announcements and 604 regular program mentions to automotive safety campaigns.

Harry D. Lamb, director of WTDS-FM Toledo, which is operated by the public schools there. WTDS-FM won the non-commercial award for incorporating safety in an entertaining way on programs designed for both primary and higher level schools and for providing handbooks for teachers heading the classes.

Other winners were:

Harold J. Moye, president of Granite Chevrolet Co., Quincy, Mass., which sponsored *Safety is Everybody's Business* on WJDA Quincy.

Dr. H. G. Burks Jr., executive vice president of Esso Standard Oil Co., New York. His company was national and regional commercial winner for giving over to the subject of safety one of every seven commercials on the 52 stations carrying *The Esso Reporter* newscast during 1951.

James B. Wagstaff, vice president in charge of sales for the DeSoto Division, Chrysler Corp., Detroit, winners of the TV network commercial award. National Safety Council slogans were featured by the company on 49 of 52 *You Bet Your Life* telecasts during the year.

The awards program was to be telecast on NBC-TV Sunday afternoon as part of the Sloan Foundation's *American Inventory* series. The program will also include a musical variety show, "Safety in Numbers," written expressly for first presentation at the Sloan awards dinner.

WFDF CELEBRATES

30 Years on Air Waves

WFDF Flint, Mich., yesterday (Sunday) was to observe its 30th anniversary with a special dramatic program and a history of the station's development, including messages from Gov. G. Mennen Williams, General Manager Ivan L. Wiles of the Buick Div. of General Motors, Mayor Paul Lovegrove of Flint and others, according to Lester W. Lindow, WFDF general manager.

Other Sunday events were to include *The Blues Chasers*, daily variety program, featuring Billy Geyer, a veteran of almost 30 years at WFDF, and Chief Announcer Bud Haggart. WFDF licensee is the Trebit Corp. Ten of the 42 employes have 15 years' service and four have 20 years. It was one of the first stations to broadcast election returns, local news and sports events, including the Dempsey-Firpo fight in 1923. WFDF was recipient last Tuesday of a public service programming award from the Freedom Foundation of Valley Forge, Pa., for 1951.

GATHINGS STUDY

House Group Named On 'Morals' Probe

CAPITOL HILL's lull on the pending radio and television program probe dissolved last week with announcement that a subcommittee has been formed [B•T, May 5 et seq.].

Subcommittee members are all drawn from the House Interstate & Foreign Commerce Committee. They are Reps. Oren Harris (D-Ark.), who will serve as chairman; Democratic Reps. Arthur G. Klein (N. Y.), F. Ertel Carlyle (N. C.) and Homer Thornberry (Tex.); Republican Reps. Joseph P. O'Hara (Minn.), J. Edgar Chenoweth (Col.) and Harmar D. Denny Jr. (Pa.).

Up to the week's end, reported aims of the subcommittee were pegged as speculation by commerce committee spokesmen. Until a meeting of the group is held, it is doubtful whether any sure line of action will be set.

Announcement of the subcommittee's formation was made by the commerce committee's Chairman Robert Crosser (D-Ohio). Rep. Harris, designated as head of the subcommittee, would not divulge any plans, other than to point out that the group had been named.

Rep. Crosser said the subcommittee would discuss the resolution, sponsored by Rep. E. C. Gathings (D-Ark.), at an "early date." It was noted that the subcommittee would use commerce staff facilities rather than hire outside men. This was underscored, it was learned, to discourage a flood of applicants to be "investigators."

As the House group moved closer toward the study and inquiry to determine "the extent to which radio and television programs . . . contain immoral or otherwise offensive matter or place improper emphasis upon crime, violence, and corruption," opposition held sway in non-industry circles.

Jack Gould, *New York Times* radio-TV columnist, said:

Whatever the sins of the broadcasters—and there are some that are inexcusable—they are of scant consequence in comparison to the spectre of a group of politicians arrogating unto themselves the authority to decide what should or should not be put on the air. . . . For the House to explore the business and legal aspects of radio and TV is one thing but to judge broadcasting's moral conduct is censorship pure and simple. Even if many viewers may think Rep. Gathings is right in regard to crime shows, they must still recognize the wholly unwise principle of government attempting its own solution. Today the House is interested in crime shows; tomorrow it may be interested in ideas.

The Nation magazine concluded after a discussion of the resolution, "These latest investigations are certain to be used further to restrict freedom of thought and expression rather than to improve the undoubtedly low moral standard of our mass-entertainment media."

In a CBS Radio broadcast last Monday, news commentator Edward R. Murrow, noted of the investigation, "When Congress attempts to legislate on matters of taste, improper emphasis, what is offensive and undesirable, then it is only another short step to increasing controls over what the individual may say, and how he may act."

McCARTHY CLAIMS

Commies in Radio-Press

SEN. JOSEPH R. McCARTHY (R-Wis.) said in a May 18 radio interview that he believes "we have a vast number of Communists in press and radio." The Senator was interviewed by Paul Martin, moderator of the Gannett News Service's Washington-originated *Your Capital Memo.*

Sen. McCarthy brought up the radio and press while answering questions about names he has been called. He said it was "nothing new or unusual" about the number of "dirty" names as a result of his campaign to "expose" Communists in government.

"Whenever anyone injures Communists as distinguished from Communism," the Senator said, "he promptly receives attention from all the left-wing bleeding hearts of press and radio."

He said "Louie Budenz, who was the editor of the *Daily Worker*, who is in a position to know, said that as editor of the *Daily Worker* he had 400 Communists in press and radio throughout the country. He has given the names of those 400 Communists to the Justice Dept."

XUM

PHILADELPHIA American Assn. of Advertising Agencies chapter meeting there May 19 saw these area AAAA officials getting demonstration from Arno Johnson (l), vice president and research director of J. Walter Thompson Co. Others (l to r): Wesley Ecoff, Ecoff & James Inc. Adv., chairman of Philadelphia chapter; Al Morgan, Richard A. Foley Adv., chairman of Atlanta Council; Earl A. Buckley, Buckley Organization Adv., Atlantic Council gov.

CAPEHART PLAN

Senate Group Vo... To Keep Formul...

PROMPT Senate action was promised by administration leaders ... week on legislation which would retain the controversial Capehart ... allowance formula and authority for reinstatement of Regulation ... credit curbs until March 1953.

An amended bill to extend the current Defense Production Act beyond June 30 moved closer to reality as the Senate Banking & Currency Committee voted to report its recommendations to the floor early this week.

Sen. Ernest W. McFarland (D-Ariz.), majority leader, said he hopes for quick passage of the proposed bill, providing for an eight-month extension of wages and prices. Others predicted, however, that a flood of amendments would be offered during floor debate, tentatively set for this week.

Meanwhile, retention of standby authority for the Federal Reserve Board to crack down on credit controls if the occasion demands was urged by FRB Chairman William McChesney Martin Jr. in the wake of the Senate committee's action. The board suspended curbs on installment purchases of radio-TV sets, household appliances, furniture and automobiles earlier this month [B•T, May 12]. (Also see story, page 110.)

Retention of the allowance formula, permitting manufacturers and processors to compute additional costs for advertising, selling, administration and research ... add them to ceiling prices, ... give them further opportunity ... apply for these benefits on the ... of costs accrued before July ... 1951. The cutoff date would re... the same.

The Senate Banking Committee ... decision to retain the cost al... ance formula fathered by Se... Homer E. Capehart (R-Ind.) ... made by "almost unanimous" ... vote, according to spokesmen. Re... lation W was retained in abse... of specific committee action.

Thus, Sen. Capehart emer... victorious with his cost allowa... provision, but was defeated in ... previous proposal for abolition ... credit curb authority.

A capsule summary of ... actions taken by the Senate Ba... ing Committee:

• Voted to extend wage-price ... trols for nine months—until ... March 1—as proposed by Sen. Ca... hart.

• Retained exemption from pr... control of rates charged by radio-T... broadcasting and other media.

• Voted 7-3 to overhaul the Wa... Stabilization Board, with substitu... of an all-public panel to function ... an advisory capacity, sans any ... thority to recommend wage disp... settlements. Members would be su... ject to Senate confirmation.

• Voted to extend authority for ... location of critical materials by t... Defense Production Administrat... and National Production Author... for one year—until June 30, 1953.

• Voted to require OPS to ma... ceiling prices to levels prescribed ... state minimum price laws.

The House Banking Committe... still is holding hearings on the De... fense Production Act. But Chai... man Brent Spence (D-Ky.) ... President Truman he is confident ... Congress would extend controls f... another year to June 30, 1953.

As proposed by Sen. Paul Doug... las (D-Ill.) and approved by th... Senate Banking Committee, th... Capehart amendment would be ... clarified to apply solely to ma... facturers and processors.

WGNY PURCHASE

Bingham to Head New Firm

SALE of WGNY Newburgh, N. Y., Wednesday for $75,000 to a group of the station's employes was announced last week by Edward A. Chappell, vice president of Speidel Newspapers Inc. and treasurer of WGNY Broadcasting Co. Inc., licensee of WGNY.

George W. Bingham, general manager of WGNY under the former licensees, will be president of the new licensee firm, to be known as the Orange County Broadcasting Corp. The transaction is subject to FCC approval.

Mr. Bingham said some of the officials and stockholders in the purchasing group also are members of the Duchess County Broadcasting Corp., which bought WKIP Poughkeepsie, N. Y. earlier this year [B•T, March 3] from the Poughkeepsie Newspapers Inc. Radio Div., which also had been an affiliate of Speidel Newspapers. He did not disclose distribution of stock in the new firm.

New officers, all stockholders, besides Mr. Bingham, are: vice president, Joseph W. Rake, who was WGNY commercial manager; secretary-treasurer, Mabel Shroyer Meurer, who was WGNY office manager; chief engineer, Marvin S. Seimes, who held the same position both at WGNY and WKIP under the former ownership; program director, John J. Kuhn; member of sales department, Campbell Thompson. Messrs. Bingham, Seimes and Mr. Kuhn and Mabel Shroyer Meurer also are president, vice president for engineering, vice president for programs and secretary-treasurer, respectively, of the WKIP licensee firm.

Mr. Bingham said an application will be made immediately to the FCC for approval of assignment of license and sale of physical assets of the WGNY property.

WGNY first went on the air in 1933. It operates on 1220 kc daytime. Main offices are at 161 Broadway, Newburgh, with the transmitter on the Coshecton Turnpike. Speidel Newspapers recently sold KDON Santa Cruz, Calif., and KWRN Reno, Nev.

RCA VICTOR CLASS

78 End Training Course

SEVENTY-EIGHT broadcasters last Friday concluded an intensive series of classes and laboratory demonstrations at the RCA Victor plant in Camden, N. J. It was the second largest class attendance registered since the training programs were begun by RCA in 1948.

Nearly 700 engineers from the United States and several foreign countries have received training in basic theory, design, operation and maintenance of TV broadcast equipment in this series.

1892 John D. Ewing 1952

JOHN DUNBRACK EWING, 60, widely known radio station owner and newspaper publisher, died May 17 following a heart attack suffered in his private plane while flying to Shreveport, La.

Mr. Ewing was en route from his summer home at Pass Christian, Miss. The plane landed at Ruston, Miss., and his body was removed 60 miles westward to Shreveport.

Mr. Ewing

Nationally known in the radio industry, Mr. Ewing was president of the International Broadcasting Corp., owner - operator of KWKH Shreveport and KTHS Hot Springs, Ark., soon to be moved to Little Rock [B•T, Dec. 31, 1951].

In addition, he was editor-publisher of the *Shreveport Times* and president of the Monroe (La.) News-Star-World Publishing Co., which publishes the Monroe *News-Star* and *Morning World*.

Born in New Orleans, Mr. Ewing grew up in a newspaper family. He received a Bachelor of Science degree in 1913 from Virginia Military Institute, where he captained the basketball team.

During World War I, he served as an infantry captain and received the Croix de Guerre with Star and the Purple Heart.

He was president of the Southern Newspaper Publishers Assn. in 1938-39 and in 1939 was chairman of the association's board of directors. He also was a director of the Kansas City Southern and the Louisiana & Arkansas Railroads; a past department commander of the American Legion and chairman of the board of the American Legion Monthly.

Among clubs to which Mr. Ewing belonged were the Boston of New Orleans, Shreveport Golf and Country Club and the Augusta (Ga.) Masters.

In 1929, he testified against the late Gov. Huey Long at an impeachment inquiry brought in the Louisiana State House. Mr. Ewing was a confidant of President Franklin D. Roosevelt and was a caller at the White House during the late Chief Executive's tenure in office.

Survivors include a son, John D. Ewing Jr., a student at Louisiana Polytechnic Institute at Ruston, and a daughter, Mrs. Helen May Clay, a director of KTHS, and wife of Henry B. Clay, KWKH general manager.

Funeral services were conducted at St. Mark's Episcopal Church in Shreveport. Burial was in that city's Forest Park Cemetery.

Pittsburgh Premiere

TEN radio stations in Pittsburgh's Allegheny County area have accepted invitations from Republic Pictures to cover the "global" premiere of its new picture, "Dream of Jeanie." Two other stations were invited. Each station will have separate booths for commentators in the Fulton Theatre lobby, with interviews of civic leaders to be taped and played back the following day. Plan of WDTV (TV) Pittsburgh to telecast stage proceedings was rejected by theatre manager John Walsh, according to Republic Pictures, when he learned deal was to include local sponsor announcements.

MBS-IGA PLAN

Grocery Market Test

SECOND grocery marketing test plan, to be held June 23 to July 5, was announced in New York Thursday for MBS by Hal Coulter, director of advertising and promotion.

Some 350 stations may participate in the campaign through announcements for local and national advertisers, special morning quarter-hour programs—still to be contracted—and through 150 network announcements keyed to the merchandising test.

Based on a previous five-month plan which started last June, the plan is being undertaken in cooperation with the Independent Grocers Alliance through its super markets and cooperating wholesalers in 31 states and is keyed to the slogan, "Look, Mom—It's a Picnic." First week of the exploitation will use the phrase in a figurative sense for tie-in sales, and second week will stress literal interpretation to build sales of picnic foods.

The IGA organization is supplying all its major markets with some 11,000 window posters, stack cards and shelf takers, all starting with "Your Mutual station says. . . ." Independent stores in non-IGA markets also are being invited by MBS outlets to join the promotion, to bring total participation to some 5,000 stores. The campaign will be reinforced by makers of MBS-advertised grocery store products, such as S. C. Johnson & Son, Craft Foods, and P. Lorillard Co., with announcements on their programs.

First Test Results

Results of the first test indicated that an extensive campaign is impractical, unimaginative, and, for the network, too costly, Mr. Coulter said. It is impossible to maintain high-interest among grocery store operators throughout a full year, he explained, indicating that the more practical alternative is for an advertising medium to adapt itself to marketing patterns as they exist rather than to create its own.

"There is also an ethical difference between simply 'giving away time' and using radio's own facilities to promote one of radio's own promotions," he emphasized, adding that MBS stations, because of their home town locations, lend themselves particularly well to such point - of - sale marketing schemes.

Philip Leshem

PHILIP LESHEM, 29, radio and television timebuyer at Grey Adv., New York, died May 16 in Florida, while on leave of absence. Mr. Leshem had been with the agency for three and a half years and prior to that was with Compton Adv. in similar capacity. Surviving is his wife, Toby.

Tearsheets for Radio . . . . . *By Gene F. Seehafer*

DICK D. is a newspaper advertising salesman. Each day you can see him making service calls with his small leather briefcase, which includes newspaper advertising tearsheets.

This tangible evidence of newspaper advertising also has its counterpart in radio advertising. A copy of the radio commercial in the hands of the retail advertiser is just as much a tearsheet as the proof sheet of the newspaper advertisement.

The alert radio station can go a step further. Instead of just delivering or mailing a copy of the commercial to the retail advertiser, why not send the original copy? A carbon copy will suffice for the announcer's use.

When several copies are needed by the retail advertiser for various departments, again the carbon copy comes into play as the copywriter types the commercial. Five to seven legible copies can be produced this way, at negligible cost when compared to hectographing or mimeographing, although the latter may have to be employed in special instances where many copies of a commercial are needed.

Radio commercials may be distributed to department heads and posted where employes can read them. Even better, special radio station bulletin boards (with station call letters and "As Advertised On" showing clearly) can be erected at strategic points within the advertiser's store and current radio advertising messages posted for benefit of sales staff and customers alike. Since most people have never seen a radio commercial, the novelty value

draws attention.

To merchandise with radio "tearsheets," the retail advertiser must plan his radio advertising well in advance. Items to be radio-advertised should be selected at least one week ahead of time so necessary writing and delivery of commercials to the store can be done in time for full and complete merchandising coordination.

The radio "tearsheet" gimmick may be the wedge the salesman needs to pry the retail advertiser from his perennial habit of selecting items at the last minute.

Before distributing commercials as tearsheets, the radio station will do well to check the appearance of its copy paper. Since commercials no longer are merely intra-station, the data printed on the head of the copy sheet should be considered a special radio station advertising opportunity, reflecting a touch of the glamorous and the modern.

Thus, the need for call letters in large letters, the station frequency, and the network affiliation showing up clearly with blanks for the usual data such as the name of the advertiser, the product being advertised, length of commercial, date and time on the air and the name of the program, if a program commercial. Contrasting colored ink is especially effective.

Tearsheets can also be employed by the TV station. Copies of TV commercials can be distributed to sales persons or posted on special TV bulletin boards, on counters next to the TV-advertised item, near elevators, escalators and at other points where consumers and sales people congregate.

GENE F. SEEHAFER, new manager of research and sales promotion at CBS Chicago [B•T, April 21], formerly was assistant professor of advertising at the U. of Minnesota. He holds degrees from Wisconsin and Northwestern, is co-author of *Successful Radio & Television Advertising* with Jack W. Laemmar. Latter wrote "Inviting Action in Radio Copy" [B•T, March 31]. Mr. Seehafer operated a radio station counseling service, including a radio advertising *"Ideal Exchange,"* and was a member of the Minneapolis Chamber of Commerce Speakers Bureau and Minneapolis Advertising Club. He is a member of Alpha Delta Sigma, national advertising fraternity. The author also has worked for several midwestern radio stations and the Wisconsin Network. He spent his 1950 university leave with the market analysis department of General Mills Inc. and as executive secretary of the Wisconsin Rapids Chamber of Commerce.

SMITH QUITS ABC

No Plans Announced

EDWARD G. SMITH last week resigned as director of ABC's Radio Network at the Central Div. Mr. Smith, who announced no plans, joined ABC Chicago in January 1950 as program sales manager for radio and television. In July of last year, when network radio and TV operations were split, Mr. Smith was designated Central Div. Network director.

Before joining ABC he was associated with General Mills 12 years as director of radio, television and film production. Before that, he worked at WGN Chicago as a director and was general manager of WOOD Grand Rapids, Mich. During his last three years with General Mills, he spent most of his time on television for *Betty Crocker.*

ZONITE CLAIMS

FTC Issues 'Cease' Order

"FALSE" advertising is cited in a cease-and-desist order directed by the Federal Trade Commission against Zonite Products Corp., New York, and its advertising agency, Erwin, Wasey & Co., same city.

The order charges misrepresentations in published and broadcast continuities for Forhan's Toothpaste, and cites the agency for participating in the preparation and dissemination of the advertisements. Neither the complaint nor the order, announced last Thursday by FTC, specify the type of radio advertising.

The product, according to commission findings, "contains nothing the application of which is of therapeutic value in the prevention or cure of any disease or disorder of the teeth or gums," and "its sole value is as a cleaning agent." The respondents also were requested to cease certain other representations.

SALARY INCREASE

Granted to SAG by WSB

BASIC minimum salary increase for film actors recently negotiated by Screen Actors Guild with major movie producers was approved May 14 by the Wage Stabilization Board. Day player minimum will rise from $55 to $70 weekly. Freelance actors will receive $250 weekly, an increase of $75. Wage boosts are retroactive to Jan. 1.

Fringe benefits such as travel time charges and wardrobe and makeup tests pay require separate action by WSB. SAG's new contract with the Society of Independent Motion Picture Producers Assn. is also pending WSB approval.

MEDIA STUDY

KOA Cites Radio Edge

IN Colorado and Wyoming, where no television exists, radio ownership has reached 99% of all homes, and 80% of all homes own two or more sets in working order.

These and other facts were turned up in a new diary study made for NBC's KOA Denver by Research Services Inc., Denver. The study, the second in two years, was released last Thursday in New York.

In Colorado and Wyoming, radio gets more attention by far than other media. Radio listening averages 2 hours, 26 minutes per person per day; newspaper reading gets 36 minutes per day, and magazine reading 25 minutes per day.

Total time spent listening to the radio per day in those two states has increased by 17%, from 202,500,000 minutes per day in 1950, when the first KOA diary study was made, to 235,936,000 minutes in 1952. This vast increase is due to increases in individual listening and to population growth.

In the same period, newspaper reading has declined by .6%.

A new NBC Radio Spot Sales presentation based on the study points out that KOA reaches more people at lower cost than any combination of newspapers in the area or any combination of other radio stations.

milestones . . .

► FRANK W. MILLER Sr., president of Headley-Reed Co., station representation firm, was honored on his 40th anniversary in the representation field May 2 at a surprise party by executives and staffs of Headley-Reed and of Kelly Smith Co., newspaper representatives. The group included James E. Mullins, general manager of Kelly Smith, and Frank W. Miller Jr., secretary and treasurer of the radio and TV station representative organization.

* * *

► GLENN D. GILLETT, veteran radio-TV engineering consultant, Washington, D. C., is celebrating his 30th year in radio. He began his career with AT&T, helping put WBAY New York, the city's first radio station, on the air. He developed the contour method of representing field strength distribution from broadcasting stations, the method used today. Mr. Gillett did work for the Navy and Air Force during World War II and served as an electronic consultant for ECA.

* * *

► IN celebration of CBS-WHAS Anniversary Week, WHAS Louisville May 15 aired a broadcast marking 20 years' affiliation with CBS Radio. Titled *These Twenty Years*, program related close association between network and station and WHAS broadcast originations.

G. RICHARD SHAFTO (c), general manager of WIS Columbia, S. C., celebrating 20 years with the station, his birthday and his 25th wedding anniversary, is congratulated by Joseph P. Davenport (l), transmitting plant supervisor, and Leo Downs, sales representative, both WIS veterans of more than 20 years.

UNION TALENT

AAAA Units Weight Merger Proposal

POSSIBILITY of merging the five branches of Associated Actors and Artistes of America by July 1, after which Television Authority may merge with American Federation of Radio Artists, seemed somewhat shaken last week after most unions held what one spokesman described as "day and night sessions" on the first draft of a merger proposal. It was submitted by labor relations experts from two universities.

Discussed by East Coast unions Monday and Tuesday at New York's Hotel Astor, the 42-page proposal was considered an outline, with further amplification and rearrangement to result from AAAA members' reactions to it. The plan was to be discussed in Chicago Thursday and on the West Coast today (Monday), after which it was to be rearranged and resubmitted.

Unions affected by the merger—Actors Equity and Chorus Equity Assns., American Guild of Musical Artists, American Guild of Variety Artists, AFRA and TVA—were thus withholding comments until the final proposal is drafted. Since union heads still would have to resolve their stands before submitting it to membership referendum, a procedure that normally consumes a month's time, it seemed unlikely last week that the merger could be completed by July 1. As a spokesman for one group said, "Any possibility of the unilateral deadline set by the TVA is probably out of the window . . . it's impractical to expect that it be kept."

Reactions Varied

TVA, invited to merge with AFRA, passed a resolution at its December convention asserting it would form an all-broadcasting organization if total merger is not completely and finally approved by all branches by July 1. Constitution has been prepared for the new AFRA organization and approved by both organizations, but requires approval of the AAAA board and two weeks notice to all branches. Document has not yet been submitted for approval.

Reactions to the blueprint ranged from "very good chance for merger now" to a dubious, "you just can't predict; sometimes when these things seem most certain, they still fall through." All AAAA branches seemed busy last week, however, studying the first document to see what it contains that they want and what it lacks.

Blueprint calls for a national union of all entertainers, divided geographically into eastern, central and western divisions, and governed by a 200-member national executive board. The national board would meet at least every two years, and its geographic sections would be required to meet at least four times per year. The national body would be headed by president, five vice presidents, a treasurer and a recording secretary, all elected from board membership.

Goals of Merger

Two goals of the final merger would be to establish a strong central organization while preserving representation for the varied interests of the varied membership and to provide greater centralization than is usual in labor organizations. It was understood that one problem, at least, would be to assure such specialists as opera choruses adequate representation throughout the many channels from base to top of the proposed organization.

Another problem was understood to loom in merger of assets, totalled at $1,270,000 for all five branches, of which a reported 56% belongs to Actors Equity. Plan suggests that half of each treasury be allotted to the new organization, with the remainder to be placed in trust for one year, at which time the new locals will receive old locals' funds in proportion to the number of old locals' members contained in the new unit. A bright note, money-wise, was the prediction that total merger would pare a substantial amount from the $1 million spent by all branches for operating expenses annually.

Members of the national board would be nominated by talent categories: 44%, actors; 31%, dancers; 20%, singers; 7%, announcers; 5% specialty acts; and 3%, concert opera performers. Of the total 200 members, 90 would be from the eastern division, 40 from the mid-west and 70 from the West Coast. The national group would be required to contain at least 10 members from each entertainment field and one representative for every 100 members in each local.

Initiation fee was put at $50 for members earning less than $3,000 per annum, with dues to be $20—payable in advance—plus 1% of income between $2,000 and $30,000 annually.

TITLE BOUT

Rights to NBC-Gil

TELEVISION and radio rights to the heavyweight championship bout between Jersey Joe Walcott and Ezzard Charles in Philadelphia June 5 were sold to NBC and Gillette Co., according to a Wednesday announcement.

Price of the contract—with announcement delayed several days to settle each fighter's take—is reported as $175,000, although neither NBC nor Gillette's [illegible] York agency, Maxon Inc., would confirm or deny the amount. The bout was to be carried throughout the nation except for a blackout area for 75 miles around Philadelphia.

Exclusive television coverage of the Sugar Ray Robinson-Jake LaMaxim fight for the light-heavyweight championship will be carried by Theatre Network Television, according to an announcement made Tuesday by Nathan L. Halpern, TNT president, and James A. Norris, International Boxing Club president.

A network of 40-50 theatres will carry the match June 23 from Yankee York's Yankee Stadium, and TNT spokesmen indicated that additional theatres may be added, "if the telephone companies clear facilities." It was not known last week whether coverage would extend as far as the West Coast.

ACLU REQUEST

Refused by FCC

REINSTATEMENT of the 1949 FCC "Mayflower Decision" forbidding stations to editorialize, requested by the American Civil Liberties Union last March [BT March 10], was turned down last week by the Commission.

In a letter to Patrick Murphy Malin, ACLU executive director, FCC took note of its 1949 ruling which set aside the Mayflower edict and wrote in part:

. . . The Commission's Report [on] editorializing by Broadcast Licensees was adopted after a full hearing at which testimony was received . . . which . . . thoroughly canvassed the different question involved.

ACLU's petition contended attempts by stations to editorialize has proven confusing and unworkable.

YOU CAN KNOW *Everything* ABOUT YOUR AUDIENCE IN IOWA!

Probably the first axiom in advertising is that to do an optimum job, you must know exactly to *whom* you are talking, at what *time,* under what *circumstances.*

Many advertisers have told us that the only precise data they have on most newspapers and magazines is "rates and circulation"—and that this doesn't provide the information needed for smart selling. For fourteen years, the annual Iowa Radio Audience Survey has presented a complete, accurate and detailed picture of the radio audience in Iowa. Using these Surveys, you know exactly *who* is listening to the radio at any time of day or night—men, women, children—urban, small town and farm—their economic and educational status—their preferences for various types of program materials—and dozens of other facts to help you plan your strategy.

The 1951 Iowa Radio Audience Survey is now available. It is the result of personal interviews with 9,180 families—all scientifically selected from Iowa cities, towns, villages and farms to present a true picture of the radio audience in Iowa. It is a *must* for anyone who wants to get the ultimate value from his advertising dollars, in Iowa. Write direct for your copy, or ask Free & Peters.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

NARTB MEMBER-STAFF group paid informal call on FCC Commissioner Rosel H. Hyde last Monday during meeting of special committee on transcription rules. L to r: Comr. Hyde; Michael R. Hanna, WHCU Ithaca, committee chairman; William Fay, WHAM Rochester; Walter Compton, WTTG (TV) Washington; Thad Brown, NARTB TV director; Ralph W. Hardy, NARTB government relations director.

Rate Cut Crisis

(Continued from page 23)

concern over the current competitive network sales and rate situation, which is at such variance with the great resurgence of radio in terms of audience and the buying of business at both local and national spot levels."

The statement added that "no joint action is contemplated, but individual committee members indicated they would consult with their respective networks."

The avoidance of "joint action" was deliberate. As a committee, there are few actions this group can take without running afoul of the anti-trust laws. This has been a perpetual handicap suffered by the Affiliates Committee. As usual at its sessions, Edgar Barton, a New York attorney, attended last week's meetings to counsel on actions that might violate anti-trust.

Though there was no official explanation of what the individual members intended to take up when consulting with their respective networks, it was learned that in the case of those members who are CBS Radio affiliates and who have not yet signed the new contracts ceding total power to the network to adjust rates they would continue to reject the contract revisions.

Hold Rate Line

In the case of members affiliated with other networks, they would resist any similar efforts toward contract revision that might be made in future by their networks.

In all cases, the affiliates intended to urge the networks to hold the line on rates. Though opinion varied somewhat as to details, in general the affiliates were agreed that if nighttime rates were lowered, daytime rates ought to be raised.

One member of the committee pointed out to BROADCASTING • TELECASTING that many stations operated on profit margins that were not large enough to withstand substantial decreases in income from their networks.

If a decrease in network rates were imposed on top of the continuing decrease in network business volume, he would not be surprised to see some network stations turn independent, he said.

None of the Affiliates Committee members has received any direct notification from any network as to possible rate changes, it was said. But they said they had it on good authority that the "threat of change is imminent."

During its meeting, the Affiliates Committee also heard discussions of current research activities from A. C. Nielsen, president of A. C. Nielsen Co.; Kenneth H. Baker, president of Standard Audit & Measurement Service, and C. E. Hooper, president of C. E. Hooper Inc.

Mr. Kobak described to the committee the ambitious research evaluation project which the Advertising Research Foundation has voted to undertake, providing the financing can be found.

He pointed out that ARF would stand the overhead expense for supervising the study but that roughly $25,000 would be needed to carry out the work. As will be the case with most ARF-supervised understakings, the medium involved will have to stand the cost, if the work is to be done.

As president of ARF, he will urge the sponsorship of the project upon BAB, which Mr. Kobak described as the logical sources of funds. As chairman of BAB, he will be in a position to cast one vote in favor of the proposal he will make as president of ARF. Whether other members of the BAB Finance Committee will vote the same way could not be learned last week.

The type of job contemplated is not unlike that recommended a year ago by the special test survey committee which was originally formed at the urging of Stanley Breyer, of KJBS San Francisco. That committee estimated the job would cost $140,000.

Mr. Kobak said last week, however, since some of the overhead would be absorbed by ARF and because ways had been found to cut down drastically on the expense without impairing the quality of the study, the sum needed from BAB would be only about $25,000.

The research project which Mr. Allerton will undertake for NARTB was called for in the following resolution adopted at the NARTB's AM Committee meeting:

"Resolved that the NARTB survey the economics of AM radio to determine and ultimately publish the basic facts on American radio from an operational and financial viewpoint, including but not limited to the changing relationship of income to the cost of operation."

The resolution placed virtually no limitations on the scope of the study.

Mr. Allerton said he would personally conduct a pilot study in an as yet unannounced market. After completing that and deciding what kind of conclusions can be reached, he will start the main task. He said he would have to hire one research expert to assist him when the project gets under way.

MORENCY STAYS

As Affiliates' Chairman

PAUL W. (Fritz) MORENCY, WTIC Hartford, last week agreed to retain the chairmanship of the All-Radio Affiliates Committee until the next meeting of the full membership at the NARTB convention next year. Last April, at the expiration of his first year of service, he agreed to reappointment with the stipulation he could withdraw within a few months.

At last week's meeting of the 13-man committee Kenyon Brown, president of KWFT Wichita Falls, Texas, and Robert D. Swezey, vice president of WDSU-AM-TV New Orleans, were elected vice chairmen.

Leonard Kapner, president of WCAE Pittsburgh, resigned from the committee because of the pressure of business. Leslie C. Johnson, vice president and general manager, WHBF-AM-FM-TV Rock Island, Ill., was elected to replace Mr. Kapner.

KATE SMITH and Ted Collins were presented gold key awards during NBC-TV *Kate Smith Hour* fortnight ago by Gilbert W. Chapman, Yale & Towne Mfg. Co. president, for singer's "unselfish support of humanitarianism and patriotic causes" and announcer's "cracker barrel" discussion of important events.

RECORD RULE

FCC Asked to Rev

FORMAL request by NARTB for rewriting of regulations governing recorded radio and TV programs is to be made at the FCC in the near future.

Present rules, requiring cumbersome announcements to identify electrical transcriptions, tape, kinescope and similar delayed broadcasts, are considered obsolete in view of the progress in recording techniques and the advance in program procedure.

The project developed at the NARTB board meeting last February when Michael R. Hanna, WHCU Ithaca, N. Y., proposed that FCC's rules were in need of revision. The board approved the idea [B•T, Feb. 18].

Details of NARTB's position were discussed last Monday by a special committee headed by Mr. Hanna. Meeting at NARTB headquarters, the committee included William Fay, WHAM Rochester, and Walter Compton, WTTG (TV) Washington. Committee members paid an informal call on FCC Commissioner Rosel Hyde.

STATIONLESS TOWN

FCC Favors in Okla. Co

A SMALL town without a broadcast station should get its own outlet before another larger town gets a second station. That is the basis for FCC's initial decision last week which would grant J. D. Allen 1250 kc with 500 w daytime for Anadarko, Okla., while denying the competitive bid of Lawton-Ft. Sill Broadcasting Co. for 1250 kc with 1 kw daytime and 500 w night at Lawton, Okla. Comrs. E. M. Webster, Robert F. Jones and Robert Bartley did not participate in the initial ruling.

Mr. Allen has an insurance and real estate business in Chickasha, Okla., but he plans to sell his interests there and move to Anadarko if the initial decision is made final.

Lawton-Ft. Sill Broadcasting is owned by Byrne Ross and family. Mr. Ross is licensee of KLPR Oklahoma City.

RADIO FARM TEAM

Sent Abroad by MSA

MUTUAL Security Agency has selected four radio farm directors for a six-week tour of European and Middle Eastern countries to teach local farm editors how agricultural information is spread in the United States.

In a schedule calling for departure from Washington last Thursday, they were: Sam Schneider, KVOO Tulsa, president of the National Assn. of Radio Farm Directors; Larry Haeg, WCCO Minneapolis, past NARFD president; C. W. Jackson, KCMO Kansas City, and Claude Mahoney, WTOP Washington.

"SEE" FOR YOURSELF

Paul Bartell

is the

news release ..... SEE MAGAZINE
10 East 40th Street
New York 16, N.Y.
MUrray Hill 9-3780
Nights and Weekends: UNion
North Bergen, N.J.

For release Thursday, May 1, 1952 - 6:00 PM DST

'SUPER-SALESMAN' PAUL BARTELL
ACCLAIMED BY 'SEE' MAGAZINE

New York, May 1 -- Station WFOX's popular disc jockey, Paul Bartell, was named one of America's top disc jockeys, in an article in the current issue of SEE Magazine, just released.

By reason of his "outstanding personality, plus the astuteness of his showmanship," Mr. Bartell has reached the top in a field of more than 4,000 disc jockeys in the United States, the article declared. His talent and enthusiasm have inspired a high degree of loyalty among his listeners, and have made Mr. Bartell "a moulder of public opinion, and a super-salesman" in the city of Milwaukee.

"The disc jockey caters to advertisers unable to meet the prohibitive production costs -- and hence selling price -- of network programs." At the same time, the best platter-spinners are a potent selling force. "The same people hear the same messages day after day, and hence are apt to be influenced by what they hear."

Disc jockeys are most influential in the recording and music publishing fields. "Removal of disc jockey patronage" the magazine states, "spells finis for a tune." Local spinners, by reason of their influence and popularity, are often recruited to aid charity drives, make stage appearances, and conduct newspaper columns.

"Selecting the country's outstanding disc jockeys, from among 4,000 men and women, is a difficult job," the SEE article concludes. Paul Bartell's selection was based on his influence, sponsorship, and audience acceptance.

Only....

Milwaukee DISC JOCKEY TO WIN THIS HONOR

• STARS • SHOWMANSHIP • MUSIC

— on the —

FOX CLUB DIAL 860

Monday Thru Saturday
1:00 — 5:15 P. M.

C. J. LANPHIER, PRESIDENT

REPRESENTED BY GEORGE W. CLARK, INC.

announcing the

establishment of . . .

DORRANCE

AND COMPANY

an organization offering a full range of promotional planning and creative services for many types of businesses—but particularly competent by experience to serve the broadcasting, telecasting and advertising agency fields.

Any project from a year's campaign to a single sales letter is within the interest and reasonable fee scale of this organization.

The company is a new one, but the talents it represents have for years aided hundreds of large and small clients in the solution of their promotion problems.

Your inquiry will incur no obligation.

DORRANCE

AND COMPANY

32 East 39th Street, New York 16, N. Y.

sales and audience promotion—direct mail of all types
trade publication advertisements—newsletters
presentations—sales letters—industrial film scripts
market books—sales manuals—house organs
merchandising material—dealer broadsides—slidefilms
employee booklets—and all enterprises requiring
creative thinking and clear expression of ideas

McCarran Resolution

(Continued from page 27)

open the way to "a new era of honest and realistic reporting," he said, asserting "the resolution which you sponsor . . . suggests you may believe it is not possible to conduct an orderly hearing and permit sound and picture coverage at the same time."

Extensive comment was contained in CBS Radio news commentator Edward R. Murrow's commentary last Monday.

Mr. Murrow said the combination of President Truman's security order, the Gathings resolution, the House ban and the contemplated Senate ban, "represent both a threat of censorship and a denial of the right of television and of radio to employ the tools of their trade, the microphone and the camera, to disseminate information."

He also said, in part:

So far as the opinion of the lawyers of the American Bar Assn. is concerned, I would suggest that their opinion on this subject carries, or should carry precisely as much weight as a group of doctors, plumbers, or steelworkers. In the absence of any specific law, their credentials on the matter of news and information are as good but no better than those of any other organized group in the community.

Remember, this ban against cameras and microphones in House Committee hearings, and the proposed one against Senate hearings, applies to open, public meetings. I don't care whether it's McCarthy attacking, Owen Lattimore defending, Acheson explaining foreign policy, Lovett defending a Defense appropriation—I would rather hear the relevant excerpts of their testimony in their own voices, than to read it or hear it after it has filtered through the minds of reporters and editors, whether in newspapers or on radio. (No politician or witness has yet claimed that his own voice misquoted him.)

Whenever the government of the day, or the opposition, desire to advocate or urge legislation or action upon the country, they request and receive radio and television time, (although there is nothing in the law requiring the networks to provide that time). But when broadcasters desire to show Congressional committees in action, the freeze is on, so far as the House is concerned, and the McCarran Bill will do the same thing for public hearings by Senate committees. If the McCarran Bill is passed, and is not fought through to the Supreme Court, the radio and television companies will be negligent—derelict in their duty, both to themselves and those who depend upon them for information. . . .

It is, I believe, in the national interest, necessary for us to turn over a substantial amount of what we earn to the government. But it is not necessary, and it is not safe, to turn over to the government, increased control over what we may read, see and hear. What is required is more information, more widely spread, regarding what our government is doing; and that is the thing that is in danger.

'Forum' Praised

THEODORE GRANIK's *American Forum of the Air*, radio's veteran forum program now also on television, was commended on its silver jubilee in the Senate last week by Sens. Herbert Lehman (D-N. Y.) and William Benton (D-Conn.).

WINS New York reports largest movie spot campaign to date with signing of Whitestone Bridge drive-in theatre, Bronx, and Sunrise drive-in, Valley Stream, N. Y. for participation Mon., Wed. and Fri. in *The Martin Starr Show*. Contract runs 18 weeks.

REBROADCAST RUL

Networks Non-Comm

RADIO networks were not ta a stand last week on the FCC p change in its rebroadcast rule were hoping individual sta would make their opinions k with sufficient strength in W ington to effect a further cl cation in the ruling [B•T, M 19].

A spokesman for one net voiced a common attitude wh said he felt the onus of comp lay with the stations themse He noted as one regrettable p of the ruling that "the emp is all in the wrong direction." though he underlined that he not seeking to add obligation anybody, it seemed more logical suggested, that the station ref rebroadcast rights should ex just why it should be granted rights, rather than to force originating station to account its every refusal.

Legal experts at most net were keeping in touch with station relations departments find how affiliates' reactions ad

LINK RADIO CORP.

Files for Bankrupt

LINK Radio Corp., New Y equipment manufacturers, file petition for bankruptcy in N York courts Monday, listing de of $2,701,999.45 and assets of $ 773,942.39.

Included in assets were $763,0 due on open accounts, $400,000 unliquidated claims and $1,410,0 stock in trade. Filed under Cha ter XI of the bankruptcy law the petition seeks to pay secur creditors the $624,170 they clai secured by holdings evaluated $430,366, and to repay unsecur creditors 25% annually during t next four years.

CLEAN-UP DRIVE

Laundry Assn. Uses Rad

LAUNDRIES in Canton, Oh spurred by Robert C. Fehlman WHBC-AM-FM there, are usi radio to fight their "biggest com petitor—the home washer in th basement." Forming the Profe sional Laundries of Canton, the sponsor an across-the-board new feature, according to John E. Smith Jr., NARTB FM director.

Commercials bid for more shirt blanket, flat-work, rug and dry cleaning business from the house wife. They emphasize that clothe never touch metal in their ma chines, shirt collars and cuffs d not wear out because of launderin and electric blankets can be laundered.

The "quit-fighting-each-other" policy is working out successfully WHBC sends bulletins to laundries and data to help drivers in making calls. Bundle stuffers and bill in serts are used.

Birds of a Feather

That WREC reaches the highest type listener, economically and educationally, *IN MASS*, is evident from a casual examination of the programming of WREC, and the Hooper Rating —which averages the highest in Memphis.

A further examination of the names of advertisers on WREC shows both in spot and, of course, network, sponsors of the highest calibre, firms of stability, reputation and prestige.

The old saying that "Birds of a Feather Flock Together" is quite evidently true with WREC and its advertisers. Listeners know it. Jobbers know it, and so do retailers.

Your message on WREC carries prestige from the start.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS, 600 KC, 5000 WATTS

Storer Stock

(Continued from page 25)

month, totaling $1,540,184, with loans now amounting to a total of $3 million, according to the statement. The company has paid cash dividends on its common stock in each of the 20 years since 1932, it was added, and cash as well as stock dividends are contemplated in the future. Election of Thomas F. Staley, senior partner of Reynolds & Co., to serve on the SBC board is contemplated. He would replace John B. Poole, SBC counsel, who would resign his directorship, the statement indicates.

SBC is described as the largest independent standard radio broadcasting as well as largest TV system under single ownership in the United States.

Storer properties consist of WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-AM-FM-TV Atlanta; KEYL (TV) San Antonio; WWVA-AM-FM Wheeling, W. Va.; WGBS-AM-FM Miami; WSAI-AM-FM Cincinnati, and WMMN Fairmont, W. Va., along with subsidiary corporations. TV applications are on file for Miami, Wheeling, Minneapolis and Cincinnati.

The SEC statement apportions the 15,000 shares to be offered key officers (at $10.625 a share subject to Salary Stabilization Board regulations) as follows: Lee B. Wailes, executive vice president and director, 2,000 shares; Stanton P. Kettler, district vice president and director, 1,500; William E. Rine, vice president and director, 1,500; Allen L. Haid, vice president, 1,000; J. Robert Kerns, vice president, 1,000; Gayle V. Grubb, vice president, 1,000; George B. Storer Jr., vice president of KEYL (TV) San Antonio and an SBC director, 1,000; Glen W. (Tom) Harker, vice president, 1,000; Harry A. Steensen, assistant treasurer and comptroller, 1,000; Miller H. Babcock, manager WGBS, 500; Glenn C. Jackson, manager WAGA, 500; Leon C. McAskill, publisher, *Florida Sun*, 500; A. Garen Ferrise, manager WMMN, 500; Paul J. Miller, assistant manager, WWVA, 500; Bertha C. Prestler, assistant secretary, 500; Glenn C. Boundy, chief engineer, 500; John E. McCoy, staff attorney, 500.

Revenue Breakdown

The SEC statement shows that national spot accounted for 41% of gross broadcast revenue in 1951 and local accounted for 41%, leaving 18% for network. TV revenues came from these sources: Spot, 40%; local, 38%; network, 22%.

Gross earnings (operating revenues) have risen steadily from $1,345,530 in 1942 to $6,657,114 in 1950 and $9,560,086 in 1951. First-quarter earnings were $2,665,741 in 1952, compared to $2,130,119 for the same period a year ago. Net profits in recent years have ranged from $539,620 in 1940 to $1,391,935 in 1951 and $376,570 in the first quarter of 1952.

Gross revenues from standard broadcasting have continued upward during the period of TV's arrival and expansion, amounting to $3,748,337 in 1947; $3,872,495 in 1948; $4,172,037 in 1949; $4,632,963 in 1950 and $4,743,596 in 1951.

TV gross revenues started with $31,539 in 1948 and rose to $557,011 in 1949; $2,024,151 in 1950 and $4,816,490 in 1951.

The SEC statement lists aggregate 1951 remuneration of Mr. Storer, president and director, at $75,025; Mr. Ryan, $40,024; Mr. Wailes, $42,669; Richard E. Jones, who resigned last January as northern district vice president, $46,403.

Bonus and incentive compensation arrangements were described, the latter amounting to $109,526 last year. A profit-sharing trust plan was adoped last March for employes of at least three years' service, with 15% of net profits before taxes over $2 million contributed to the fund. Under such a formula, 173 employes would have received $208,329 in 1951, or equal to 15% of the gross payroll.

Holdings of preferred stock were listed as follows: Mr. Storer, 29,598 shares (59.197%); Detroit Trust Co., trustee, % George B. Storer, 4,508⅔ shares (9.02%) and 1,690⅔ shares (3.381%); Mr. Ryan, 5,432 shares (10.87%); Frances S. Ryan, 6,875⅓ shares (13.75%). All directors and officers now hold 36,530⅔ shares of preferred (73.06%).

SBC is owner of 42.58% of stock in Standard Tube Co.

LOS ANGELES County Fair will be covered by KTTV (TV) Hollywood Sept. 12-28 with three daily telecasts plus emanation of many of station's programs from fair grounds. Host will be Roy Maypole, KTTV special events reporter.

MANAGERS of Oklahoma Network stations met May 9 in Oklahoma City to forge a unified merchandising plan for advertisers. Participants included (back row, l to r) Brown Morris, secretary-treasurer, Oklahoma Network, station manager, KADA Ada and KWSH Tri-City, Okla.; Bill Hoover, network president, vice president-general manager, KADA and KWSH; Roy Judge, KWSH commercial and business manager; Pat Murphy, KWSH station manager; John Reisen, station manager, KVSO Ardmore; (front row) Guy Farnsworth, station manager, KCRC Enid; Allan Page, network vice president and station manager, KSWO Lawton; Lloyd George Venard, president, the O. L. Taylor Co.; Wally Weber, station manager, KBIX Muskogee, and Jim Watson, station manager, KTMC McAlester.

CAPAC SUIT HALTED

Pends Ottawa Ruling

ACTION started in the courts of Ontario and Quebec by 10 stations in each province against the Composers, Authors & Publishers Assn. of Canada (CAPAC) because of proposed copyright fees, has been stopped. The halt pends new action taken by both CAPAC and Canadian Assn. of Broadcasters in the Exchequer Court of Canada at Ottawa to determine the legality of the Canadian Copyright Appeal Board's ruling allowing CAPAC to examine the books of broadcasting stations to determine gross revenue on which to base fees [B•T, April 21, 7].

This stay in action in the Supreme Courts of Ontario and Quebec was taken suddenly on May 15 following action of CAPAC in calling CKMO Vancouver, before the courts of British Columbia for using CAPAC music.

The entire court action in Ontario and Quebec was instigated on the Canadian Copyright Appeal Board's ruling allowing CAPAC officials access to the books of independent broadcasting stations to determine gross revenue on which fees of 1¾% were based for 1952. Meanwhile, it is understood an arrangement has been made whereby Canadian independent stations will pay CAPAC on 1951 fee formula and hold in reserve necessary money in case the courts uphold Copyright Appeal Board ruling.

Platt Raps TV

(Continued from page 2[illegible]

one calling for an entirely [illegible] form. They've tried to graft [illegible] onto sports, radio, newspa[illegible] and movies, and TV has be[illegible] the dumping ground for all [illegible] ancient films gathering dus[illegible] Hollywood."

Too many business people [illegible] said, think of the public "as be[illegible] a slightly moronic group," forg[illegible] ting the thousands of people [illegible] don't live in New York and H[illegible] wood.

"We must quit underrating [illegible] public attitudes, intelligence a[illegible] good taste, and realize the peo[illegible] are screaming to high he[illegible] about low-grade entertainme[illegible] too much trash and too many sp[illegible] sors." Public acceptance crea[illegible] an audience for the sales messa[illegible] and a lack of acceptance "lea[illegible] the TV set sulking in the corn[illegible]

Commercials, as well as ent[illegible] tainment, must reflect showm[illegible] ship and good taste, Mr. Platt sa[illegible] Citing spots used on the *K[illegible] Theatre*, he said his compa[illegible] avoids "fireworks and high pr[illegible] sure, cute little cartoons and pret[illegible] announcers with a cleft in h[illegible] chin and a twinkle in the e[illegible] They stress believeability, sinc[illegible] ity, conviction, a desire to se[illegible] and a helpful, instructive dem[illegible] stration, he said.

Television, after experiments [illegible] New York, as far back as 19[illegible] enabled the company "to make [illegible] complete and positive judgment [illegible] to the pull of the medium," M[illegible] Platt said.

ADMEN'S COMPETITION

60 Entries Are Judged

JUDGING of more than 60 radi[illegible] and TV spot announcement an[illegible] program entries in the 20th annu[illegible] competition conducted by the Na[illegible] tional Advertising Agency Networ[illegible] was completed last Tuesday i[illegible] Washington, D. C. Winners wi[illegible] be announced June 19 at its annu[illegible] convention at Skytop, Pa.

Judges included: Joseph Brec[illegible] ner, general manager, WGAY Si[illegible] ver Spring, Md., and the following of Washington — John S. Hayes, president, WTOP-AM-FM-TV; Gene Juster, WRC-AM-FM-TV; Charles L. Kelly, program direc[illegible] tor, WMAL-AM-FM-TV; Robert K. Richards, director of public af[illegible] fairs, NARTB; Win Levi, assistant advertising manager, BROADCASTING • TELECASTING. Judging was at Henry J. Kaufman & Assoc. of[illegible] fice, under William F. Sigmund.

* * *

Mr. Richards Mr. Kelly Mr. Brechner Mr. Juster Mr. Hayes

Niles Trammell, NBC Chairman of the Board, extends *double* congratulations to Earl C. Reineke, Founder-President and General Manager of WDAY for the station's 30th Anniversary, and for its record of top Hooperatings through the years. The following pages prove that the congratulations are really in order!

"YESSIR, THIS IS WDAY'S 30TH ANNIVERSARY!"

"LISTEN TO THESE HERE WORDS FROM WASHINGTON!"

Dear Mr. Reineke:

WDAY represents the true spirit of the community it serves. WDAY was a pioneer station in radio. It has grown with the community. It has served the people. This station represents the finest principles of freedom of thought and freedom of expression. I wish to commend WDAY, its officials and its staff, for the splendid programs directed towards serving the great agricultural economy of the Dakotas, Minnesota, and Canada. Farmers and farm families have had a richer life and a more wholesome experience because of the educational and entertainment features of WDAY. The news reports, the programs relating to public affairs coming from the microphones of WDAY have brought enlightenment and education to the people.

May I express my personal thanks for the many courtesies that have been extended me by WDAY. Here is a radio station that exemplifies good citizenship in a community of good citizens.

Sincerely,
HUBERT H. HUMPHREY
U. S. Senate

Dear Earl:

About thirty years ago, I first listened to WDAY. I have many fond memories of pleasant hours in those early days of radio. It was quite apparent WDAY would become a leader among broadcasting stations.

You deserve the thanks of farmers, laborers, businessmen, and all segments of the public, for your outstanding contribution. When other means of communication are out of commission because of storms, your broadcasts to worried and anxious families have brought comfort and relief. Your news and sports coverage has always been of the highest quality.

At the present time, you are on the threshold, of further extending your activities through the medium of television.

Your past has been full of accomplishment. The future of both radio and television holds bright promise. Radio station WDAY is filling a vital need of the public in this modern world.

Sincerely yours,
MILTON R. YOUNG
U. S. Senate

Dear Mr. Reineke:

I am very happy to congratulate you the staff of WDAY on its thirtieth anniversary.

WDAY has been of invaluable assistance to every segment of society. Your fine programs, your sponsorship of progressive ideas and your adherence to the highest principles of public service have helped consumers, farmers, labor, business and industry and the general public in the territory you serve so well.

I am sure WDAY will continue to grow and to prosper, reflecting the ever forward progress of the great Northern Upper Midwest country of which you are so vital a part.

Sincerely yours,
HAROLD C. HAGEN
House of Representatives

Dear Mr. Reineke:

Thirty years of service by any institution serving the public, as WDAY has done, is deserving of recognition.

Always you and your associates have kept uppermost in the list of your objectives, in news coverage, in entertainment features, in public information, and in advertising, the interests of your listening public. You have served a great area of North Dakota and Minnesota exceedingly well and your public service has entitled you to the success you have earned.

Sincerely yours,
EDWARD J. THYE
U. S. Senate

Dear Mr. Reineke:

It is indeed a pleasure to extend congratulations to you on the 30th Anniversary of Radio Station WDAY. It was the first station we listened to regularly with our battery-powered early receiving set on the farm down near Litchville. You have enjoyed many years of faithful and alert service to the radio needs of the farmers, the housewives and the businessmen of your coverage area.

Since coming to Washington, I have been very appreciative of the WDAY Washington Report and the keen interest that you have taken in getting and transmitting to the people the political thinking of all of the members of Congress from the community which your station serves.

You can be proud of the accomplishments of WDAY. I am happy to extend my congratulations to you and to the entire staff.

Sincerely,
FRED G. AANDAHL
House of Representatives

Dear Mr. Reineke:

Please permit me to be among the many who are congratulating you and the splendid public service radio station you founded.

WDAY has many friends and listeners in South Dakota. We are all intimately acquainted with the many different ways your splendid station provides us with news, market reports, weather forecasts, and other programs which increase our information and help to entertain our lives.

Indicative of the way in which you keep abreast of the times is the "WDAY Tour" which you are now sponsoring and which I recently had the pleasure of meeting here in Washington. I congratulate you also on the fact that you are one of the first stations in the Northwest to be actively moving forward in the installation of TV facilities . . .

Cordially yours,
KARL E. MUNDT
U. S. Senate

Dear Mr. Reineke:

It scarcely seems like 30 years since I first heard WDAY at my farm home near Casselton. WDAY was the first station I ever heard.

I want to congratulate you on this 30th anniversary and commend you as one of the foremost pioneers in the broadcasting industry. The fair way you have handled news, political and otherwise, is a credit to the industry. The public service you daily render to farmers and city dwellers alike is far beyond the call of duty.

We are happy to learn your pioneering organization plans to extend its services into the television field. I am certain you will go forward with great strides in this great new added service to the people in your area.

Sincerely,
WILLIAM LANGER
U. S. Senate

NOW LISTEN TO THESE WORDS FROM LOCAL ADVERTISERS!

Dear Mr. Reineke:

CONGRATULATIONS TO WDAY ON YOUR 30TH ANNIVERSARY.

In the years past, our father found it a pleasure as well as profitable to use your service. At all times the friendly consideration and advice have been

ARTHUR WIMMER

ANDREW WIMMER

welcome and gratefully received. Our aim is to follow in Dad's footsteps. With him, we hope to continue as your friends and wish WDAY all the best in the years to follow.

WIMMER'S JEWELRY

Dear Earl:

Three generations of Neimas have found WDAY to be the Number 1 outlet, radiowise, for the selling of our merchandise through the years. Since the very early days of your tremendous effort to create and mold WDAY, we have continued our established policy of never deviating from keeping our name before the public through concentrated advertising on your station. This plan is not available for alteration in any way.

J. G. NEIMA

Your foresight, initiative and planning has created a monument to our concept of democracy . . . freedom! Your unbiased and impartial handling and managing of WDAY is a feather in the hat of democracy!

ROYAL JEWELERS

Dear Mr. Reineke:

I think that I was one of WDAY's first advertisers and I know that our store has been, possibly, the most continuous advertiser since you started broadcasting.

G. M. BLACK

I remember very well, right after you started, that somehow or other I was asked to put over an announcement regarding our store, and I remember going up to a couple of little rooms across the street from where our Black Building is at the present time, and sitting behind some velvet curtains and giving a talk, as I remember, about our store. I cannot remember the details, but I do remember being up there.

Later on we put on a serial, and I doubt whether there were very many serials put on for the length of time that this one was. The serial was written by Miss Carol Trace who had charge of our advertising for many years, and Mrs. Williams and Mr. Art McNair were the characters, Nancy and Phil and their home life, and it made a tremendous hit with people in the early years and we had it for something like twelve years, six times each week.

We wish to give a personal salute to Mr. Earl Reineke on the way he pioneered and developed WDAY into the tremendous thing it is today, serving the entire Northwest.

THE STORE WITHOUT A NAME

Dear Mr. Reineke:

It is with a sense of deep pleasure that we extend to you our contratulations for your thirty years of service to this area, when on May 22, 1952, you mark your Pearl Anniversary.

H. A. THOMPSON

We feel even a closer kinship than this with you because in just a few short months we also will be celebrating our thirtieth anniversary. Many years ago we decided that one of the most effective ways to reach a large group of people with our message was by radio and at that time we entered into what has proved to be a very enjoyable and profitable relationship with your station. We began sponsoring the "Meet Your Neighbor" program and we have kept that program these many years. We believe the fact that we are one of your oldest advertisers and that we have continued with the same program since the beginning describes better than words the success of our institutional program over WDAY. As an aside, I believe Gate City Building and Loan Association is, in a sense, a pioneer too, as I believe that we were one of the very first associations in the country to start radio advertising of this type and continuing with it for so many years.

GATE CITY BUILDING AND LOAN ASSOCIATION

Dear Earl:

As one of WDAY's oldest advertisers, we feel that we are in a position to comment on our years with you.

As you know, Earl, our father began advertising with WDAY in the early days of WDAY's growth

MALCOLM M. SIEGEL

JEROME B. SIEGEL

and expansion. We, his sons, are continuing his policy of getting the most for our advertising dollar by running a full and consistent schedule on your station—and will continue to do so.

Your thorough appreciation of our problems as an advertiser has made our advertising years with you pleasant and profitable.

WDAY IS
PUBLIC

WDAY DRIVE BUILDS HOME FOR BAIRD FAMILY

Camp Ruce
WDAY Rec

WDAY APPEAL RAISES $2,000 FOR ORPHANS' SHOPPING TOUR

Area Orphans Thrilled by Gifts from WDAY Christmas Club

GOVERNOR YOUNGDAHL SALUTES WDAY ON SILENT GUEST DRIVE

TOPS IN SERVICE, TOO!

No radio station in the U. S. devotes itself more whole-heartedly to Public Service than does WDAY. Our Public Service activities are far too numerous to describe in detail, here—but each of the "headlines" below carries with it a story which would warm your heart, and which would at least partially explain the high esteem in which the entire Red River Valley holds us. If you are interested in getting the *details*, drop us a line!

...er Series on ...ives Wide Acclaim

WDAY "PARADE OF PENNIES" PACKAGES REACH EUROPE

INDIAN RELIEF FUND ON WDAY GOES OVER THE TOP

...west Hospitals Receive ... from WDAY Polio Fund

WDAY-DIRECTED SEARCH LOCATES MISSING BATTLE LAKE BOY

NOW LISTEN TO THESE WORDS FROM LONG-TIME LISTENERS!

WDAY's first regular listener, James H. Dunlevy of Fargo, is still an avid WDAY fan.

Dunlevy, former superintendent of the light and water plant at Hillsboro, N. D., picked up WDAY's first broadcast on a homemade radio set at Hillsboro, May 22, 1922. The broadcast was beamed from a 50-watt transmitter located in the Cass County courthouse cupola in Fargo, under the direction of E. C. Reineke, WDAY's president and co-founder.

Reineke met Dunlevy personally in Hillsboro in April, 1922. Reineke, Lawrence Hamm and Kenneth Hance of Fargo were experimenting with radio and were about to transmit their first broadcast. Dunlevy had experimented with wireless for years and was taking an interest in the development of radio. Reineke asked Dunlevy to listen at noon on May 22 for the transmission and the Hillsboro man picked up the broadcast about 2:00 p.m. The first broadcast of WDAY was musical, according to Dunlevy; a phonograph recording of one of the popular songhits of the day, "Three O'Clock in the Morning."

"From then on," recounts Dunlevy, "I picked up WDAY quite well. I built a super-hetrodyne receiver about ten feet long and rigged a loudspeaker outside my house. Folks gathered for a block in either direction to listen to the programs. Mr. Reineke broadcast programs just for me and sometimes I put the loudspeaker in public places such as the church or theatre and they would be jammed with folks listening to the radio."

Asked what he now thinks of radio, as WDAY's first regular listener, Dunlevy replied:

"The progress in just 30 years is amazing both technically and in programs. It's been a wonderful thirty years for progress and I guess we're just getting started."

JAMES H. DUNLEVY

7

Dear Mr. Reineke:

It is with genuine pleasure that I congratulate you and WDAY on your 30th anniversary. We purchased a Crosley radio in 1923, and we owned a crystal set with ear phones prior to that, so I am sure we celebrated your first anniversary if not your birth.

You have been a real member of our family through these thirty years, bringing to us valuable information on markets and weather, providing us with splendid entertainment as well.

At the present time there are six radios in our home and at least one is in constant use. We are now looking forward to your inauguration of Television and expect to be one of your first viewers.

ROY JOHNSON
WANDAROY FARM, Casselton, N. Dak.

Gentlemen:

I heard WDAY when they started to broadcast. I lived in Sykeston, N. D., and had the first and only receiving set in town. It was homemade with a three dial affair and ear phones. I heard WDA say they would send to the person listening wi lived the fartherest away a set of head phones. lived 13 miles west of the farthest town to rep at that time. In a few days I got the headphon I have been a steady listener since then.

W. M. COVELL
Carrington, N. D.

Gentlemen:

I started listening to your station when I was pret young. Back in the fall of 1921 I got my fir radio, a homemade, one tube set with ear phon Of the earliest WDAY programs I remember sort of chit-chat program by Earl Reineke an another fellow called "The Bug." In all this tim WDAY is still my favorite station.

GEORGE RICE
Mayville, N. D.

Gentlemen:

For over twenty years I have been a faithful liste to WDAY.

It has been fun and very interesting to see it gro —and progress—and right now I think it's one o the best radio stations in the whole world.

We depend on WDAY for market and weathe reports, storm and school announcements, peopl snowbound, and where they are, and of cours the latest news.

We can turn to WDAY at any time for clean en tertainment. The whole staff is so friendly an they all make one feel like "coming home" when we visit the station.

May God bless you all.

MRS. O. C. ANDERSON
Barnesville, Minnesota

"WE DONE RAISED UP A FINE SET OF DEPARTMENT HEADS!"

DAY is a home-town phenomenon. Far from being a flimsy, uped-up organization of outside mercenaries who are even now their way to their next jobs, every department head has been with DAY for ten years or more. Actually, the average is 16 years! his proves a lot of things. First that they love their jobs and the mmunity they live in. Second, vice-versa. Third, that there's hardly any "unusual" problem you can throw at them—whatever it is, they can do it again quicker and better than they've done it before.

Also—in all their years, they've certainly discovered what it takes to build and hold an audience in the Red River Valley. Read the following page and see for yourself!

TOM BARNES
Sales Manager
12 YEARS

KEN KENNEDY
Program Director
19 YEARS

SOPHIE HANCOCK
Office Manager
27 YEARS

JACK DUNN
Station Manager
20 YEARS

JULIUS HETLAND
Technical Adviser
28 YEARS

ROY PEDERSEN
Promotion Manager
12 YEARS

GLENN FLINT
News Director
10 YEARS

ERNIE BREVIK
Farm & Public Service
10 YEARS

JULINE SAVOLD
Chief Engineer
17 YEARS

FRANK SCOTT
Musical Director
10 YEARS

"NO OTHER STATION IN THE WORLD CAN EQUAL THESE RECORDS!"

HOOPER

In 1950 . . . . . WDAY was the *top* Hooperated radio station in the entire country!

In 1951 . . . . . WDAY was the *top* Hooperated radio station on NBC!

And in 1952 . . . FOR THE THIRD YEAR IN A ROW, WDAY is the *top Hooperated radio station on NBC*!*

(January-February Report—latest available as we go to press.)*

RURAL PREFERENCES

An independent survey made by students at North Dakota Agricultural College among 3,969 farm families in a 22-county area around Fargo proved this:

WDAY WAS A 17-TO-1 FAVORITE OVER THE *NEXT* STATION

WAS A 3½-TO-1 FAVORITE *OVER ALL OTHER STATIONS COMBINED!*

MAIL PULL

In 1951, WDAY was swamped with 145,659 letters and postcards from its listeners!

This is the equivalent of a letter or card from over 70% of the 211,550 families who listen regularly to WDAY!

This is an average of slightly over 399 letters per day—including Sundays and Holidays!

AAAA COUNCILS

New Officers Named

NEW officers and governors of the six sectional councils of the American Assn. of Advertising Agencies were announced by the AAAA in New York last week. They are:

New York Council

Chairman, Marion Harper Jr., McCann-Erickson; vice chairman, Edwin Cox, Kenyon & Eckhardt; secretary-treasurer, H. Victor Grohmann, Needham & Grohmann. Other governors: Arnold Deutsch, Deutsch & Shea; Henry Legler, Warwick & Legler; Edward Noakes, Cecil & Presbrey; Jack D. Tarcher, J. D. Tarcher & Co.

New England Council

Chairman, J. Paul Hoag, Hoag & Provandie, Boston; vice chairman, Harold I. Reingold, Reingold Co., Boston; secretary-treasurer, W. L. Shepardson, James Thomas Chirurg Co., Boston. Other governors: Sture H. Nelson, William B. Remington Inc., Springfield; George C. Wiswell, Chambers & Wiswell, Boston.

Atlantic Council

Chairman, A. E. Morgan, Richard A. Foley Adv., Philadelphia; vice chairman, Robert Daiger, VanSant, Dugdale & Co., Baltimore; secretary-treasurer, George B. Barnard, Aitkin-Kynett Co., Philadelphia. Other governors: Earle A. Buckley, Buckley Organization, Philadelphia; Dan W. Lindsey Jr., Lindsey & Co., Richmond; M. Belmont Ver Standig, M. Belmont Ver Standig, Washington.

Michigan Council

Chairman, Elliott E. Potter, Young & Rubicam; vice chairman, George Richardson, J. Walter Thompson Co.; secretary-treasurer, Blount Slade, Brooke, Smith, French & Dorrance. Other governors: Albert D. Conkey, Wolfe-Jickling-Conkey; J. S. Howell, D. P. Brother & Co. All are of Detroit.

Central Council

Chairman, John M. Willem, Leo Burnett Co., Chicago; vice chairman, Harold H. Webber, Foote, Cone & Belding, Chicago; secretary-treasurer, Arthur F. Marquette, Sherman & Marquette, Chicago. Other governors: S. L. Abrams, Ohio Adv. (ex-officio representing Cleveland chapter); Bruce B. Brewer, Bruce B. Brewer & Co., Kansas City; Wilson W. Crook, Crook Adv., Dallas (ex-officio representing southwest chapter); A. H. Fensholt, Fensholt Co., Chicago; Hal R. Keeling, Keeling & Co., Indianapolis; E. J. Kromnacker, Arthur R. Mogge Inc., St. Louis (ex-officio representing St. Louis chapter); J. K. Laird Jr., Tatham-Laird, Chicago; A. R. McGinnis, Klau-Van Pietersom-Dunlap Assoc., Milwaukee; George C. Reeves, J. Walter Thompson Co., Chicago; Carl A. Salstrand, Ball & Davidson, Denver (ex-officio representing Rocky Mountain chapter); Harry P. Vieth, BBDO (ex-officio representing Pittsburgh chapter); Hugo Wagenseil, Hugo Wagenseil & Assoc. (ex-officio representing Dayton chapter); Harold C. Walker, Harold C. Walker Adv., Minneapolis (ex-officio representing Twin City chapter).

Pacific Council

Chairman, Carl K. Tester, Philip I. Meany Co., Los Angeles; vice chairman, Charles R. Devine, Devine & Brassard, Spokane; secretary-treasurer, Gene Duckwall, Foote, Cone & Belding, Los Angeles. Other governors: Trevor Evans, Pacific National Adv., Seattle; Merle W. Manly, Botsford, Constantine & Gardner, Portland; A. W. Neally, BBDO, Los Angeles; Ross Ryder, Ryder & Ingram Ltd., Oakland; George Weber, MacWilkins, Cole & Weber, Seattle.

Pacific Council elections were held last October; other elections were completed recently.

WTMJ-AM-TV Milwaukee was host May 1 to civic leaders at a luncheon marking its 30th anniversary of radio service. Guests included (l to r) J. D. Ferguson, president and editor, The Journal Co., WTMJ licensee; L. W. Herzog, assistant general manager of radio; Gov. Walter J. Kohler Jr., of Wisconsin; R. G. Winnie, stations manager; Walter J. Damm, vice president and general manager of radio, The Journal Co.; Irwin Maier, vice president and publisher, The Journal Co.; Mayor Frank P. Zeidler, of Milwaukee; Lawrence J. Timmerman, chairman, Milwaukee County Board of Supervisors, and D. B. Abert, business manager, *The Milwaukee Journal*.

WMTR WITNESS

Judge Rules Must Testify

LEGAL problem of a radio newsman's being called into court to testify about an event he covered was raised in Newark recently when Merrill Morris, news editor of WMTR Morristown, was sought as a principal witness in a trial of union leaders charged with violence.

Mr. Morris, taking two minitapes for later broadcast, was one of the few eye-witnesses to a riot April 7, said to have been caused when outside workers entered the strike-bound plant of the Whippany Paper Board Co. near Morristown.

After being sworn in as a witness May 7, Mr. Morris asked Judge Alfred F. Stein to excuse him from testifying on the grounds that it "might in the future jeopardize my position as a reporter." Mr. Morris said he felt "it would be easy in disputes of this sort to deny access to the press if the participants felt the testimony of the newsmen might be used against participating parties in court."

The judge ruled that the testimony should be given. Mr. Morris has also been ordered to appear before the Morris County Grand Jury this week for further testimony in the same case.

IN exclusive West Coast broadcasts, KHJ-FM Hollywood started *Major League Baseball Game of the Day* on live basis, daily, from May 16 through end of September. MBS sportscasters Dizzy Dean, Al Helfer and Gene Kirby call plays at 10:30, 11:30 a.m. or 12:30 p.m. (PDT), depending upon game's time zone.

NEWS SOURCES

Senate Staff Weighs Issue

CAN a newsman keep confidential his source of news, even though he may be asked by a congressional committee to divulge that source?

Most newsmen would say, "Yes, he can." However, the staff of the Senate Subcommittee on Privileges and Elections, after study of the question and preparation of a lengthy brief, holds, "No, he can not."

The brief was presented to the Senate May 16 by Sen. Guy Gillette (D-Iowa). It cites juridical opinion and concludes:

It is clear that a congressional committee possesses the power to compel a newspaperman to divulge the identity of an informant from whom he has received information relating to matters pending before the committee. The fact that the information was given to the newspaperman in confidence has no legal relevance. The refusal of the newspaperman to divulge the identity of his informant to the committee constitutes contempt under 2 U. S. C. 192. Whether the newspaperman should or should not be cited for contempt is, of course, a matter of discretion, exercisable in the first instance by the committee, and ultimately by the Senate.

The subcommittee staff's opinion and citations can be found in the May 16 *Congressional Record* in the proceedings of the Senate for that date.

L. A. Adv. Workshop

SECOND annual Advertising Workshop series will be presented July 14-25 by the Adv. Assn. of the West, Los Angeles Adv. Women, Adv. Club of L. A. and the Hollywood Ad Club in cooperation with L. A. Board of Education. Designed for teachers in grammar and high schools, course consists of lectures and field trips, Mon. through Fri., 9-12 noon, at Fairfax High School. A similar course will be conducted at the U. of Redlands, Redlands, Calif., with two groups making the same field trips.

HEALTH FOOD ADS

Termed False by FTC

INITIAL findings which charge that two individuals used radio, television and other media to disseminate false advertisements were handed down by a government trial examiner May 18.

The charges involve William G. Barnard Jr. and William G. Barnard Sr., trading as the Natural Foods Institute of Olmstead Falls, Ohio. The findings become the decision of the Federal Trade Commission within 30 days of May 18 unless appealed or docketed for review.

The two respondents, who capitalized on TV's appeal to demonstrate their products in key video markets, had previously filed a consent answer, admitting material allegations and waiving any hearings.

Examiner James A. Purcell challenged certain advertising claims relating to the therapeutic properties of food and drug preparations sold by the respondents. FTC issued its original complaint last March, citing over a dozen products.

The ad claims appeared in radio and TV broadcasts and in other media, including newspapers, magazines, circulars and catalogs. The bulk of the complaint was directed, however, at TV transcripts entitled "Home Miracles of 1950." The Barnards personally appeared on the programs, giving demonstrations "transmitted from various cities . . . throughout the United States."

In its reply, the respondents admitted all material allegations of fact to be true; waived "any and all hearings" as to the facts alleged in the complaint, and the findings and conclusions set forth; and consented to issuance of the decision. However, they reserved the right to file objections, to content of the forthcoming cease-and-desist order.

The TV broadcasts consisted of demonstrations on the use of Vita-Mix, a juice extractor, and lectures on the value of various juices thus to be extracted.

Other products for which ad claims were challenged are Chic tablets, Garlic capsules, Papain tablets, Macu Brand Papaya, Soy Milk Powder, Peppermint Tea, Alfalfa Tea, Dr. Gaymont's Yogourt Culture, Red Beet Juice, Dehydrated Powdered vegetables, Brown Rice, Celery Juice, NFI Vibrator and Oster Stim-U-Lax Junior.

Mr. Purcell also cited as "misleading and deceptive" use of the word "Institute" in the trade name, and questioned representations that certain merchandise can be obtained "free or as a gift or gratuity." These also appeared in TV broadcasts and other media. The commission has become increasingly critical of the use of the word "free" (see separate story).

NBC radio *Kay Mulvey's Hollywood Family Album*, weekly quarter-hour program, emphasizes human side of Hollywood with Miss Mulvey taping unrehearsed interviews in different stars' homes.

A little Economics goes a long way

Our business is selling Radio, not talking economics, but . . . a little economics helps to get the best results from the Canadian market.

Canada is among the six most productive nations in the world. She produces more than 80% of the world's nickel, great quantities of other ores—including uranium—as well as oil, pulp and paper, and asbestos.

A go-ahead nation of 14 million people—larger in area than the U.S. by 25%—Canada is the United States' *best customer abroad.* And Canada pays CASH!

Your problem is how to reach this fast-growing, lucrative market.

Radio is the answer . . . for radio is in 94% of all Canadian homes.

Canada's population is spread over a huge semi-urban and rural area. Only 38% of the population lives in cities of over 30,000. So Radio—which goes *everywhere*—is the most economical, practical medium. With its 112 independent stations strategically located from coast to coast, Radio reaches every worthwhile market in Canada.

It's Canada's most popular entertainer and most effective salesman, for "In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St. West, Toronto.

RADIO-TV CIVIC COVERAGE

NARND Surveys Station News Practices

LEGISLATIVE event most frequently broadcast by radio and television stations is a city council meeting, with proceedings put on tape and edited.

This was reported last week in a survey conducted among 23 stations in 14 states by the National Assn. of Radio News Directors. Long interested in legislative proceedings and their availability to broadcast newsmen, NARND asked members to report on their access to local, county and state government.

Sixteen newsmen said their stations carry delayed broadcasts of city council sessions, while two reported live originations and one said he handled it both ways. Ten stations broadcast delayed shows with city council committee meetings or hearings and with state legislative committee meetings or hearings, while only one station in each group reported carrying live broadcasts.

State legislative sessions are reported live by two stations, with tape by six, while five newsmen air municipal court events on a delayed basis. Five also use taped broadcasts of county court proceedings, with only one news editor saying he carried them live.

Twelve newsmen broadcast other public functions after they are recorded, while five broadcast them on a live basis. These include state public utilities commission hearings, Senate Crime Committee (live), political and industrial conventions (live), preliminary immigration hearings, gubernatorial inauguration (live) and administrative statements and proclamations.

Stations represented in the survey including 18 AM-only, 4 AM-TV and one TV-only, were from the following states—Virginia, 2; Texas, 1; Iowa, 2; Florida, 1; Maryland, 1; Ohio, 2; Missouri, 1; Colorado, 2; West Virginia, 1; Minnesota, 2; North Carolina, 1; Indiana, 4; Kansas, 1, and Wisconsin, 1.

A station newsman from Indiana said, "We have been refused twice to take a tape recorder into circuit court," but radio men could cover sessions by taking notes. In Iowa, a man said, the supreme court several years ago made a recommendation which "has had the force of a formal ruling," banning live broadcast of any court hearing. As one aspect of its ruling, the state supreme court left the broad inference that radio was to be considered, in its actual broadcasts on the spot, as a medium of entertainment and so not suitable in a courtroom."

Feature of Week

(Continued from page 18)

noting the trend, distributed 40 by 60-inch posters featuring the show to hundreds of sporting goods stores and Pontiac showrooms, and bought 110 line ads twice weekly for six weeks in all Boston newspapers. They held a sports night dinner, inviting sports writers, dealers and outdoor enthusiasts and gave away fishing equipment. Giant postcards were mailed to sportsmen and fishermen in the state.

Star of the show, R. Vernon Gaddis, who was with WRGB before the war, talking the fisherman's language and using a background of fishing exploits, takes his fans on film adventures from Maine to Florida, highlighting pointers on different kinds of fishing and how-to-do-it tips.

Mr. Sanderson points to U. S. Dept. of Commerce statistics showing fishing and hunting enthusiasts spent more than $5 billion in 1950 on their favorite sports, with the combined gate of all baseball, basketball, football, boxing and hockey only $400 million.

He said letters and petitions signed by men, women and children requesting continuance of such programs sometimes border on reverence and stress the video family appeal of the sport, many calling it "our own show on TV."

NEWSPRINT HIKE

May Jar Ad Budgets

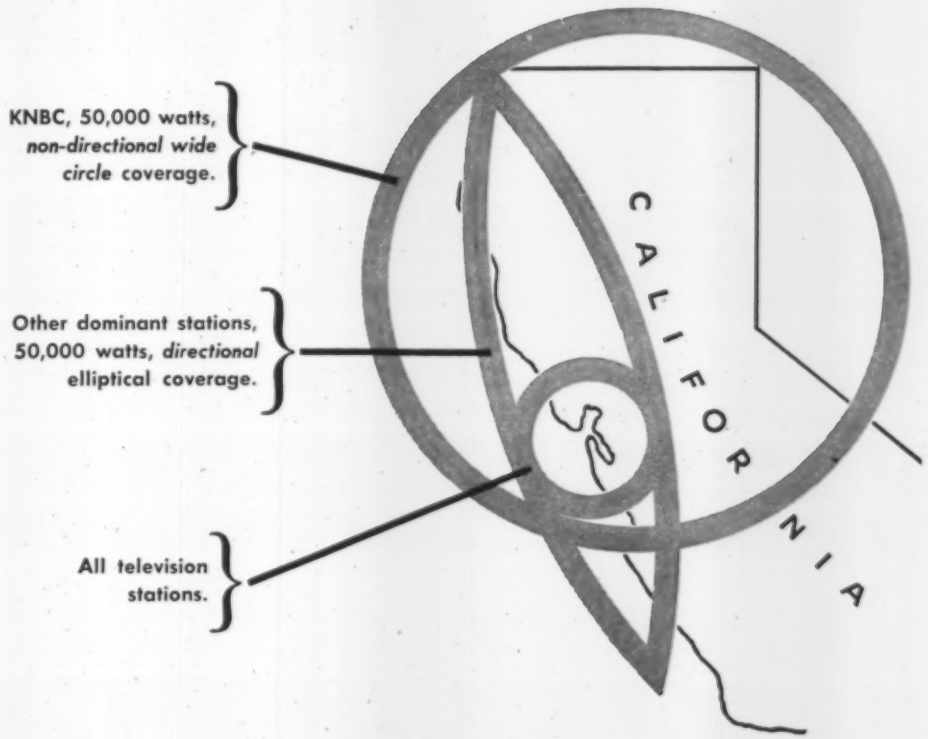
CRITICISM erupted in Congress and government price stabilization circles last week when two Canadian firms announced a raise in newsprint prices $10 per ton June 15, for a total of $126 per ton. Sen. Blair Moody (D-Mich.) called it "outrageous" and Sen. Herbert R. O'Conor (D-Md.) said his Senate Judiciary Subcommittee on Monopoly will check "possible anti-trust infringement."

Price Stabilizer Ellis Arnall and others say the boost will affect local and county U. S. newspapers seriously. Some see curtailed printed advertising, with possible repercussions on U. S. media budgets. About 80% of U. S. newsprint comes from Canada.

TCA Talks Available

RADIO and television interviews will be made available by Walter G. Stoneman of the Dept. of State's Technical Cooperation Administration (Point 4), together with foreign observers, during TCA's presentations in the next few weeks focusing attention on the growth of the western United States. His itinerary will be: May 27-28, Spokane Hotel, Spokane, Wash.; May 29-June 1, Cascadian Hotel, Wenatchee, Wash.; June 1-7, Chinook Hotel, Yakima, Wash.; June 7-9, Pasco, Wash.; June 9, Gorge Hotel, Hood River, Ore.; June 10-11, New Heathman Hotel, Portland, Ore., and June 15-22, Cosmopolitan Hotel, Denver, Col.

Picture of broadcast coverage in Northern California


KNBC, 50,000 watts, non-directional wide circle coverage.
Other dominant stations, 50,000 watts, directional elliptical coverage.
All television stations.
CALIFORNIA

In Northern California, KNBC reaches more people ...more often...than any other radio OR TV station

Fix Northern California's coverage picture in your mind:

Television, a small 60-mile radius, with only about ⅓ of the families in the area owning sets.

Radio, two 50,000 watts *directional* stations, with coverage over a limited elliptical area, and —

— KNBC, 50,000 watts *non-directional,* giving a *wide circle* of coverage that includes not only the San Francisco-Oakland Metropolitan Market, but all the thriving PLUS-Markets of Northern California.

RECENT RADIO AUDIENCE RATINGS:—

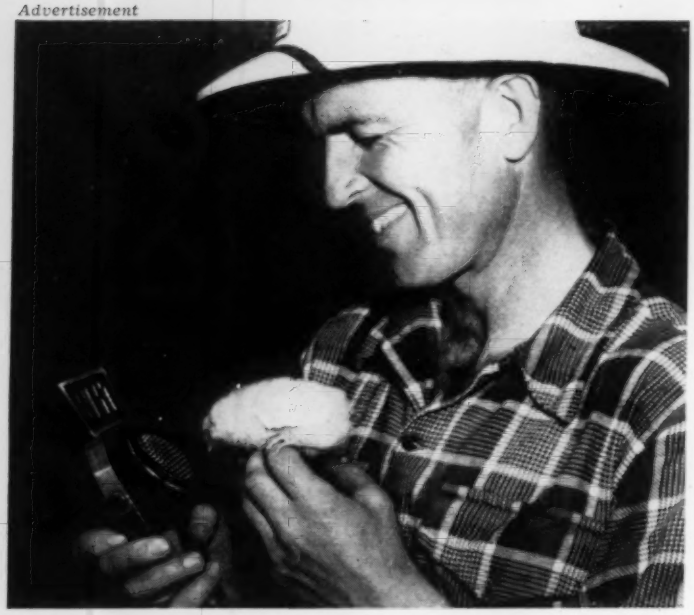
	Total Rated Time Periods
Station A	*13.8*
Station B	*18.9*
KNBC	23.4

Wide circle coverage plus program popularity make —

KNBC San Francisco

Northern California's No. 1 Advertising Medium
50,000 Watts, Non-Directional — 680 KC
Represented by NBC Spot Sales

Advertisement



THE ONE ON THE RIGHT is Chuck Worcester, WMT's Farm Service Director. The young corn-burner performing before the mike is one of a brood of cheep artists who crow over Chuck's good husbandry. Chuck owns and operates a farm as a WMT service project. It's the point of origin for many informative WMT broadcasts about conservation and crop production. Chicks and Iowa farmers like corn—the 1951 crop was worth $778,437,000.

ALL EQUIPMENT USED ON CHUCK'S FARM—supplies, fertilizers, gasoline, oil, etc.—is made or distributed by WMT advertisers. Farm broadcast time represents over 9% of WMT's total weekly program schedule—3½ hours of farm information. 1½ of weather and market data, 8 of music and features.

YOU ALMOST HEAR THINGS GROW in Iowa. Of all the Grade A land in the U.S., 25% is in Iowa. One of Chuck's projects is a test of 12 different fertilizer applications to check production.

CEDAR RAPIDS is our home address — worth remembering when you want to reach 338,480 families who listen each week to WMT's farm (and CBS) programming. Or see our reps, The Katz Agency.

AGENCY FORMED

As Lennen & Newell

IN a surprise move last week, Philip P. Lennen, co-founder of Lennen & Mitchell, and N. H. Newell, executive vice president of Geyer, Newell & Ganger, announced the formation of a new agency to be known as Lennen & Newell Inc., New York.

Mr. Newell resigned from GN&G effective June 2 and will become president of the new firm. Ray Vir Den, president of Lennen & Mitchell, had tendered his resignation some time ago and it has now become effective. Mr. Vir Den has had a number of offers and is expected to announce his plans in the near future. Mr. Lennen will become chairman of the new company's board of directors. He has been chairman of L&M since the death of Mr. Mitchell in 1932. In addition, he will devote his efforts toward the creative work of the agency.

Mr. Newell stated that the present Lennen & Mitchell personnel will serve as a nucleus for the new and larger agency, but that all department facilities and personnel will be augmented and increased to meet requirements of a large scale expansion program.

The move by Mr. Newell leaves only one of the three original partners of Geyer, Newell & Ganger, B. B. Geyer, chairman of the board and president. Mr. Geyer has not yet revealed what changes in GN&G's name or corporation will take place now that Mr. Newell has resigned. Robert M. Ganger had resigned last year to join P. Lorillard & Co. and is now president of that firm. The cigarette company is one of Lennen & Mitchell's largest clients. Mr. Ganger and Mr. Newell are long time friends.

Both Lennen & Mitchell and Geyer, Newell & Ganger have been practically equal in billing, with L&M's about $19 million and GN&G with about $20 million.

It was understood that Mr. Newell will probably bring along a few of the GN&G accounts. Among those might be Embassy cigarettes (made by P. Lorillard & Co.), and possibly Continental Oil Co. Other accounts the agency handles are Nash-Kelvinator Corp., Zippo Mfg. Co., and United Aircraft Corp.

Lennen & Mitchell, aside from P. Lorillard & Co. account, handles Tide Water Oil Co., Calvert Distillers, Carstairs, Colgate-Palmolive-Peet for Lustre Creme, and Schlitz Brewing Corp.

Ad Men Win Prizes

TWO advertising industry members among winners of the *Dr. Christian* script contest were Richard Cook, of Foster & Kleiser Outdoor Adv. Co., San Francisco, who shared a $500 award with a co-author, and Norman J. Traynor, copy writer for Brooke, Smith, French & Dorrance, Detroit, who won a $350 prize.

GORDON GRAY (l), president of Piedmont Publishing Co., licensee of WSJS Winston-Salem, N. C., receives a 15-year service button from Harold Essex, vice president and chairman of Piedmont's management board and WSJS general manager.

KGNC OBSERVES

30th Year on Air

KGNC Amarillo, Tex., is celebrating its 30th anniversary with the *Amarillo Daily News*, affiliated newspaper, carrying a history of the station's three decades.

Now operating with 10 kw on 710 kc, the station started as a homemade bread-board outfit in the bicycle shop of J. Lawrence Martin, a ham hobbyist. With the call letters WDAG, the station was licensed May 16, 1922, as Amarillo's first outlet. A short time later another station, KGRS, was started. The two were merged as KGNC June 5, 1935, under ownership of Globe News Publishing Co., with O. L. (Ted) Taylor managing the operation.

In observing its anniversary, KGNC recalled the first concert broadcast May 19, 1922, three days after the license was granted. The *Amarillo Daily News* announced that "before the station had been broadcasting 10 minutes, four parties telephoned that they were receiving the numbers being sent."

Among its achievements, KGNC recalls a broadcast from a bombing plane in 1930, described by military officials as the most successful two-way experiment that had been conducted.

Tom Kritser, KGNC general manager, assumed his post in 1950, succeeding Aubrey Jackson.

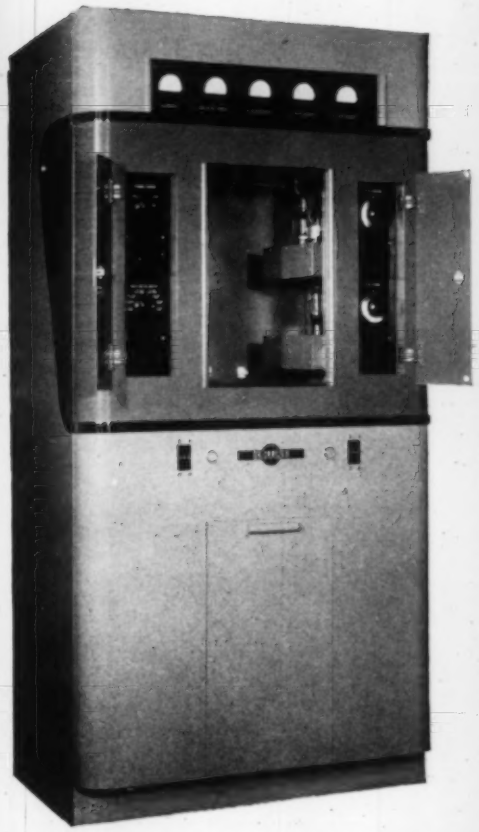
HOMER RAY SHIFTS

Joins Weldon & Carr

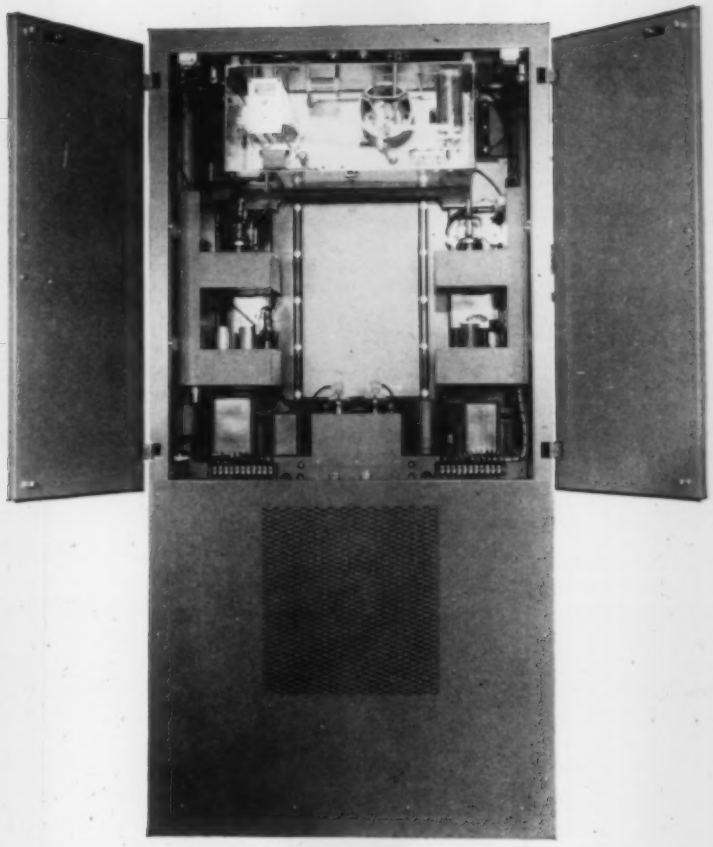
HOMER RAY, formerly a partner with George E. Gautney in the consulting engineering firm, Gautney & Ray, Washington, D. C., has joined the firm of Weldon & Carr, same city, it was announced last week.

Mr. Gautney, whose firm is located in the Warner Bldg., said that his organization will continue under the name, George E. Gautney, consulting engineer. Weldon & Carr is located at 1605 Connecticut Ave. N.W., Washington.

You'll have both...quality and economy



Note that all tubes are visible through the front window, and all controls and meters are located on the front. The sleek new 300J leaves nothing to be desired in convenience of operation.



Back view with doors open and rear plate removed from output network shield. Note easy accessibility of tubes, components, and terminals. The power supply is easy to reach by removing the lower plate containing the air intake screen.

THE Collins 300J 250 watt AM transmitter presents you with the latest and longest step in advanced design. The smart styling of its full size, two-tone grey cabinet reflects the up-to-the-minute engineering within.

Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through use of the recently developed high gain, long lived 4-125A tetrodes. Employment of these efficient tubes also permits the use of low drain receiver-type tubes in the driver stages. Only 16 tubes, of but 7 types, are employed in the entire transmitter!

Your chief engineer will be delighted with this new transmitter. Ease of operation and servicing has been brought to a new high, and Collins standards of excellence in components and workmanship insure reliability throughout a long life.

The 300J is now available *in limited quantities*. Write or wire your nearest Collins office today.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11. W. 42nd St.
NEW YORK 18

2700 W. Olive Ave.
BURBANK

1930 Carpenter Blvd.
DALLAS 2

Dogwood Road, Fountain City
KNOXVILLE

SCAAA MEET

Merchandise Tie-Ins Help Radio Ads, Agencies Hear

BUSINESS firms frequently fail to get full value from advertising because they don't provide merchandising and promotion support to score an effective point-of-purchase reminder to customers already pre-sold through radio.

Leon W. Forsyth, merchandising manager of KNX-Columbia Pacific Network, Hollywood, made this point to agency executives and their clients at the Southern California Advertising Agencies Assn. meeting last Monday at a panel discussion on "How Best to Merchandise Radio Advertised Products."

Other panel members included Larry Buskett, KLAC Hollywood sales manager; Tom Frandsen, KMPC Hollywood sales manager, and Arnold Benum, Riverside manager, KITO San Bernardino.

Many advertisers neglect "sales insurance" to back up advertising, Mr. Forsyth said. He said this merchandising and promotion support generally costs less than 2½% of the advertiser's radio budget.

He also charged advertisers with not fully acquainting their sales forces with advertising support offered, citing Leslie Salt Co. as an example of successful radio merchandising. Since taking over Saturday sponsorship of *Meet the Missus* varieties on 18 CBS Pacific and Mountain stations in September 1951, the firm has backed its on-the-air selling force with dealers meetings, sales kits, letters to dealers and salesmen from program m.c. Harry Koplan, point of sale material including 20 by 13-inch display pieces, cross plugs in other advertising media and premium tie-ins.

He said Leslie Salt gains high sponsor identification with the radio audience through "Miss Leslie," program hostess and also the voice on the program's singing commercials. Studio displays and product samples are also used.

Pay-off is a report from the sponsor that sales are "up very substantially" over the previous year, Mr. Forsyth said.

Mr. Buskett took his cue from KLAC Big Five program format, playing transcriptions from the station's five name disc m.c.s to illustrate tie-ins of merchandising material and radio commercials.

Showing a facsimile of KLAC's *Platter Pulse* panel displayed at Wallichs Music City, he said two of the ten top tunes of the day as revealed by store sales are introduced daily by each m.c. during individual programs. KLAC benefits by the score board merchandising and Music City enhances effectiveness of its commercial time, he said.

Thrifty Drug Stores merchandises its $75,000 KLAC budget with disc m.c. photos in store windows throughout Southern California and each week the firm names a "special" after one of the Big Five disc m.c.s. All the m.c.s plug the "special" during the week, he said.

Mr. Frandsen urged advertisers to let sales forces in on advertising plans.

He reminded agency executives and clients that the lowest priced, most persuasive advertising medium is radio, but that in the last analysis the point of sales tells the success or failure of any campaign.

Mr. Benum said KITO: (1) informs all local dealers by letter or personal calls of an upcoming campaign; (2) urges dealers to stock and display merchandise and tie-in at point of purchase; (3) prepares signs for display at point of sale, at studio street level, on trucks and at other available points; (4) uses promotion spot announcements and newspaper ads to plug both program and product.

Your BASIC BUY *in the* MIDDLE WEST

WGN reaches 260,100 more homes per week in the daytime—302,750 more homes in the nighttime than the second station.*

Your advertising dollar buys more on WGN—**more coverage, more homes reached.**

REMEMBER...radio sells more to more people for less—and in the Middle West your basic buy is WGN.

*1949 BMB

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street

WRIGLEY BUYS
36 CBS Radio Segments

WILLIAM WRIGLEY Jr. Co., Chicago has purchased a large block of CBS Radio Network summer shows for the third consecutive year. This year's schedule of 36 half-hours involving six different shows begins June 3 and continues through Aug. 25. Estimated cost is $300,000, and business was placed through the Arthur Meyerhoff agency, also Chicago.

Plans last week called for only Spearmint gum to be advertised. Shows involved in the package sale are: *The Line-Up* (June 3, 10, 17, 24; July 1, 15, 29; Aug. 5); *Meet Millie* with Audrey Totter (July 6, 13, 20, 27; Aug. 3, 10); *Romance* (July 14, 28, Aug. 4, 11, 18, 25); *Yours Truly, Johnny Dollar* with Edmond O'Brien (July 2, 16, 30, Aug. 6, 13, 20); *Mr. Chameleon* (July 3, 17, 31, Aug. 7, 14, 21); *Broadway's My Beat* (July 5, 12, 19, 26).

upcoming

May 26-27: BMI television clinic, Hollywood, Calif.
May 27-29: National Sales Executives Inc., 17th annual convention, Hotel Fairmont, San Francisco.
June 2: BAB Sales Clinic, Portland, Me.
June 4: BAB Sales Clinic, Boston.
June 5: BAB Sales Clinic, Providence.
June 6: BAB Sales Clinic, Hartford.
June 6: NARTB TV Code Review Board, NARTB hdqrs., Washington.
June 8-11: Adv. Federation of America 48th Annual Convention and Exhibit, Waldorf-Astoria Hotel, New York.
June 9-10: NARTB TV Board, The Homestead, Hot Springs, Va.

Top coverage . . . *to cook up Western sales for you!*

Yes, it's a recipe for top coverage that's always successful:

INGREDIENTS { ***Combination of NBC stations in the Far West*** / ***Outstanding NBC programs over these stations***

Mix these two potent ingredients, and you get the No. 1 audience—top coverage of *your* prospects — whatever you're selling!

83.5% of all radio homes in Washington, Oregon and California listen regularly to NBC Pacific Coast Network.

No other network delivers such sales impact!

Radio homes in this fast-growing, fast-buying area have increased 53% in the past decade. More people now listen to radio in the Far West than ever before.

Choice network time is available on NBC Pacific Coast Network, the No. 1 network in the Far West. Consult your nearest NBC Sales Office for details.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Co-op George Sokolsky	Pearson Pharm My Friend Irma (192)	Bobby Benson	Texas Rangers Joel McCrea *MM
6:15	Monday Headlines S	"	"	"
6:30	Here Comes the Band S	C-P-P Dental & Shave Creams Our Miss Brooks (194)	Nick Carter	The Chase S
6:45	"	"	(6:56-7) State Farm Ins. C. Brown	"
7:00	Musical Etchings S	TBA	Affairs of Peter Salem	Best Plays S
7:15	"	"	"	"
7:30	The Great Adventure S	Rexall Amos 'n' Andy (192)	Howard Cable & His Concert Band	"
7:45	"	"	"	"
8:00	Stop the Music S	TBA	Great Day Show	RCA, Meredith Willson, Music Room (180)
8:15	"	"	"	"
8:30	Stop the Music *PP	Philip Morris Playh. on Bwy. (193)	Enchanted Hour	U. S. Steel Theatre Guild on the Air (177)
8:45	Lorillard Stop the Music (197)	"	"	"
9:00	Carter Prods. Drew Pearson (175)	Screen Guild Theatre	Opera Concert	"
9:15	Electric Cos. Meet Carliss Archer (257)	"	"	"
9:30	"	Meet Millie	Sterling John J. Anthony Hour	The $64 Question S
9:45	The Three Suns S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	(10-10:05) Bob Trout	This Is Free Europe	Meet the Press
10:15	Gloria Parker Show S	(10:05-30) The People Act	"	"
10:30	William Tusher Show S	Longines-Wittnauer Chevaliers (159)	Little Symphonies	American Forum of the Air
10:45	Vacationland U.S.A. S	"	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Thoughts In Passing S	Thinking Out Loud (11:15-25)	Music	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
	"	You and the World S	"	Bill Stern's Sports Review (MM)
	"	No Service	"	No Network Service
	"	P&G Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (34)
	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (125) R	Co-op Fulton Lewis jr. (349)	Pure Oil Co. News Time (33)
	Co-op Elmer Davis	P&G Tide Jack Smith Show (141) R	Dinner Date S	No Network Service
	General Mills Lone Ranger (153)	Campbell Soup Club 15 (166) R	Gabriel Heatter	Miles Labs News of World (162)
	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs I Man's Family (159) H R
	General Motors Henry Taylor (159)	TBA	Chas. Antell & National Health Aids	AA of RR's Railroad Hour (181)
	World Wide Flashes S	"	Woman of the Year	"
	The Big Hand S	Lever-Lipton Godfrey Talent Scouts (167) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (142)
	"	"	"	"
	Paul Whiteman Teen Club S	Lever—Lux Lux Radio Theatre (180)	Crime Fighters	Bell Telephone Telephone Hour (176) R
	"	"	"	"
	"	"	Co-op War Front—Home Front	Cities Service Band of America (183) N
	"	"	"	"
	Gulf Oil John Daly News	R. J. Reynolds Bob Hawk Show (179)	A. F. of L. Frank Edwards (135)	TBA
	Dream Harbor S	"	Co-op I Love A Mystery	Life (99) Montgomery (10:30-10:35)
	Time For Defense S	Robert Q. Waxworks	Dance Orchestra	Dangerous Assignment (MM) (10:35-11)
	"	"	"	"
	Three Deans	News	Co-op Bankhage Talking	News from NBC
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
	"	You and the World S	"	Bill Stern's Sports Review (MM)
	"	No Service	"	No Network Service
	"	P&G Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (33)
	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (125) R	Fulton Lewis jr. (349)	Pure Oil Co. News Time (29)
	Co-op Elmer Davis	P&G Tide Jack Smith Show (141) R	Co-op Hazel Markel	No Network Service
	General Mills Silver Eagle (137)	Oldsmobile Peggy Lee Show (64) S	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (162)
	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs I Man's Family (160) H R
	Newsstand Theatre S	American Chicle Peope Are Funny (193)	Chas. Antell & National Health Aids	duPont Cavalcade of America (182)
	"	"	The Black Museum	"
	Escape With Me S	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (187) R	(Co-op) Story of Doctor Kildare	Barrie Craig Confidential Investigator
	"	"	"	"
	Co-op Town Meeting	Wm Wrigley Life with Luigi (188)	Official Detective	Liggett & Myers Chesterfield Bob Hope (176)
	"	"	"	"
	"	The Line-up	Mysterious Traveler	Pet Milk Fibber McGee & Molly (158)
	Chr. S. Publ. Co. Chr. S. Monitor Views News (20)	"	"	"
	Gulf Oil John Daly News	Candidates and Issues	A. F. of L. Frank Edwards (28)	Philip Morris What's My Line (137)
	Dream Harbor S	"	Co-op I Love A Mystery	"
	United—or Not! S	Robert Q's Waxworks	Bands for Bonds	Life (100) Montgomery 10:30-10:35 (10:35-11) TBA
	"	"	"	"
	Three Deans	News	Co-op Bankhage Talking	News from NBC
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Metro Opera Album S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45	"	"	"	Hudson Coal D&H Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Wm. Hillman	Fashion Time (55) Spl.
11:15	"	"	American Protam Corp. Health Quiz	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	TBA
12:00 N	News S	People's Platform	College Choirs	Viewpoint USA
12:15 PM	Brunch Time S	"	"	Chan's Fiesta
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Dawn Bible Frank & Ernest	"
1:00	Churches of Christ Herald of Truth (108)	String Serenade	Vandeventer & The News S	Critic at Large
1:15	"	"	American Protam Corp. Health Quiz	Mike 95

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	General Foods Breakfast Club (266)	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	(Co-op) Tell Your Neighbor	"
	"	"	Chas. Antell & National Health Aids	"
	Philco Corp Breakfast Club (289)	"	Various Programs	"
	Sterling Drug My True Story (212)	Toni Realemon Arthur Godfrey (186) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (144)
	"	Godfrey R	Lanny Ross	"
	General Mills Whispering Streets (224)	Lever Bros. Arthur Godfrey (192) R	Co-op Take a Number	Campbell Double or Nothing (148)
	Philip Morris Against the Storm (255)	Pillsbury Arthur Godfrey (193) R	"	"
	Lever Bros. Lone Journey (257)	National Biscuit Arthur Godfrey (193) R	Sterling Drug Ladies Fair 11-11:25	C-P-P Strike It Rich (171)
	When a Girl Marries S	Liggett & Myers Arthur Godfrey (190)	"	"
	Bristol-Myers (MWF) (290)	Coastal. Baking Grand Slam (52)	Lorillard-Kraft Queen for A Day	C-P-P Bob & Ray (147)
	(TuTh) (257) Break the Bank	P&G Ivory Snow Rosemary (141)	"	Armour Dial Dave Garroway (173)
	Prudential The Jack Berch Show (256)	General Foods Wendy Warren (155)	Miles Labs Curt Massey Time	No Network Service
	Serutan Victor Lindlahr (149)	Lever Bros. Aunt Jenny (144)	Johnson & Son News (12:15-12:25)	The Kate Smith Show (MM)
	Not in Service	Whitehall Helen Trent (176)	Headline News	"
	"	Whitehall Our Gal Sunday (179)	Faith In Our Time	No Network Service
	Co-op Paul Harvey	P&G Ivory, Spic & Span, Big Sister (150)	Co-op Cedric Foster	"
	Co-op Ted Malone	P&G Oxydol Ma Perkins (157)	Bob Poole Show	"

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Judy & Jane Howdy-Doody (83)
	"	No Service	"	L, P & 14
	"	"	Chas. Antell & National Health Aids	Anybody Home
	"	Forry-Morse Garden Gate (193) R	Various Programs	"
	"	St. Louis Melodies	Miscellaneous Program S	Archie Andrews S
	"	Amer. Protam Galen Drake (193)	"	"
	Raising Space Patrol (294)	Quiz Kids	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
	"	"	Helen Hall	"
	Junior Junction S	Cream of Wheat Let's Pretend *(154)	TBA	My Secret Story
	"	"	TBA	"
	Eddie Fisher Show S	Cannon Mills Give & Take (151)	U.S. Marine Band	Hollywood Love Story S
	"	"	"	"
	101 Ranch Boys S	Armstrong Cork Theatre of Today (187)	Man on the Farm	News At Noon
	"	"	"	Public Affairs S
	American Farmer S	Carnation, Stars Over Hollywood (159)	5th Army Band	U.S. Marine Band
	"	"	"	"
	Navy Hour S	Toni Grand.Cen.Sta. (185)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (174)
	"	"	"	"

DAY

	ABC	CBS
1:30 PM		National Vaquero S
1:45		"
2:00		Marines in Review S
2:15		"
2:30		Sammy Kaye's Sunday Serenade
2:45		"
3:00		This Week Around the World S
3:15		"
3:30		G. Billy Graham Hour of Decision (229)
3:45		"
4:00		Gospel Party, Old-Fashioned Revival Hr. (24)
4:15		"
4:30		"
4:45		"
5:00		San Francisco Sketch Book S (95)
5:15		"
5:30		Goodyear Greatest Story (238)
5:45 PM		"

EVENING

JUNE 1952

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G—Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (32)
Co-op Headline Edition	P&G—Oxy. Lava Draft—Beulah (125) R	Fulton Lewis jr. (349)	Pure Oil Co. News Time (30)
Co-op Elmer Davis	P&G—Tide Jack Smith Show (141) R	Co-op Rukeyser Reports	No Network Service
General Mills Silver Eagle (137)	Oldsmobile Peggy Lee Show (64) S	Gabriel Heatter	Miles Labs News of World (162)
"	Am. Oil-Hamm. Ed. R. Murrow (109)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (160) H R
Cole Istanbul M. Dietrich S	Amer. Tob. Co. F.B.I. in Peace & War (199)	Chas. Antell & National Health Aids	Father Knows Best S
"	"	Adventures of Casanova	"
Defense Attorney *PP	American Chicle Mr. Keen (193)	(Co-op) The Hardy Family	Nightbeat
"	"	"	"
Lorillard Amateur Hour (295)	GF—Postum Mr. Chameleon (183)	Pal Blade Rod & Gun Club	L&M Fatima Dragnet (171) R
"	TBA	Co-op Reporter's Roundup	Gulf Refining Countersup (122)
I Covered The Story S	"	"	"
Gulf Oil John Daly News	Robert Q's Waxworks	A. F. of L. Frank Edwards (28)	Amer. Tob. Co. Your Hit Parade (188)
Club Can Do S	"	Co-op I Love A Mystery	"
Hotel Edison Orchestra S	Presidential Profiles	Dance Orchestra	Life (106) Montgomery (10:30-10:35)
"	"	"	Tin Pan Valley 10:35-11:00
Three Deans	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G—Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition	P&G Oxyd. Lava Draft—Beulah (125) R	Fulton Lewis jr. (349)	Pure Oil Co. News Time (33)
Co-op Elmer Davis	P&G—Tide Jack Smith Show (141) R	Dinner Date	No Network Service
General Mills Lone Ranger (153)	Campbell Soup Club 15 (168) R	Gabriel Heatter	Miles Labs News of World (162)
(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (109)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (159) H R
R. J. Reynolds Richard Diamond (295)	Musicland USA	Chas. Antell & National Health Aids	General Foods Roy Rogers (133)
"	"	Adventures of Maisie	"
Equitable Life This Is Your FBI (290) R	The Big Time	(Co-op) Gracie Fields Show	Inside Bob & Ray S
"	"	"	"
Heinz Ozzie & Harriet (288)	Doris Day Show	Magazine Theatre	Coca-Cola Marie Lanza Show (192)
"	"	"	"
Bristol-Myers Mr. District Atty. (288)	Robert Q's Waxworks	Armed Forces Review	Short Story S
" (see footnote)	"	"	"
Gillette Cavalcade of Sports (283)	(10-10:05) Morgan News Capital Cloakrm.	A. F. of L. Frank Edwards (135)	TBA
"	"	Co-op I Love A Mystery	"
Gulf Oil John Daly News	Dance Orchestra	Dance Orchestra	Life (99) Montgomery (10:30-10:35)
American Sports Page S	"	"	Bill Stern (10:35-10:45)
News S	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Una Mae Carlisle S	News	Smiley Whitley Show	Bob Warren News
Bible Messages S	UN on the Record	"	Earl Godwin's Washington
Co-op Harry Wismer	CBS Radio Sports Roundup	Report From the Pentagon	TBA
Labor-Management S	Larry LeSueur News	Organ Music	"
"	This I Believe Saturday at The Chase	Co-op Al Helfer	"
Co-op Bert Andrews	"	Twin Views of the News	"
Dinner At The Green Room S	Gunsmoke	Down You Go (7:30-7:55)	TBA
"	Dr. Pepper Sports Roundup (49)	State Farm Auto Ins. Co. C. Brown	"
Dancing Party S	Wrigley Gene Autry (180)	20 Questions	Jane Ace Disc Jockey
"	"	"	"
"	GF-Post Cereal Tarzan (75) R	(Co-op) MGM Theatre of the Air	The Ralph Edwards Show S
"	"	"	"
"	GF-Grape-Nuts Gangbusters *(157) R	"	The Judy Canova Show S
"	"	"	"
"	Broadway Is My Beat	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (163)
"	"	"	"
Saturday at Shamrock S	Stars in the Air	Chicago Theatre of the Air S	R. J. Reynolds Vaughan Monroe (170)
"	"	"	"
Adolphus Hotel Orchestra S	Robert Q's Waxworks	"	Chamb. Mus. Soc. Lower Basin St.
"	"	"	"
News S	News	News	News from NBC
Buddy Wood Trio S	Dance Orchestra	Dance Orchestra	Alex Dreier

TIME

SUNDAY

CBS	MBS	NBC
Symphonies Pops	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
"	"	"
Longines-Wittnauer Symphonette (155)	Top Tunes with Trendler	The Catholic Hour
"	"	"
Your Invitation To Music	Dixie Four Quartet	Hats in the Ring
"	American Potash Corp. Health Quiz	"
"	Jimmy Carroll	Elmo Roper
"	"	America's Music
"	Bandstand U.S.A.	Earl Godwin's Washington
"	"	John Cameron Swayze
Music For You	Under Arrest	The Falcon S
"	"	"
Your Business in Dark Space S	Seabrook Farms Private Files of Matthew Bell 4:30-4:55	U. S. Tobacco Martin Kane (167)
"	"	"
Kaiser Arthur Godfrey Scrapbook (17)	Wildroot The Shadow	American Baker Assoc. Hollywood Playhouse (183)
"	"	"
Admiral Bdt. Travel *(181)	Williamson (alternate wks.)	Whitehall 1212 S
"	True Detective Mysteries (515)	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not in Service	P&G Crisco Dr. Malone (153)	Luncheon with Lopez	Co-op News Merrill Mueller S
"	P&G Duz Guiding Light (155)	"	Wesson Oil Dr. Paul (59)
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (137)	Dixieland Matinee	Jane Pickens Show
" (See footnote)	P&G Tide Perry Mason (158)	"	Meredith Willson's Music Room
Valentine (2:35-3:00) S	Toni, Seeman Nora Drake (165)	Say It with Music	General Mills Live Like A Millionaire (74)
"	P&G Ivory Fl. Brighter Day (142)	"	Amer. Tob. Co. Benghart 2:55
Ladies Be Seated S	Miles Labs Hilltop House (145)	Co-op Poole's Paradise	P&G Life Beautiful (158)
"	Pillsbury House Party (169)	"	P&G Road of Life (158)
Mary Marlin S	Lever Bros. Houseparty (165)	"	P&G Pepper Young (158)
Philip Morris Romance of E. Winters (249)	Gen. F. S. Grady Cole (48)	"	P&G Right to Happiness (158)
TBA	4-4:30* Tu-Music by Antonini	Miscellaneous Programs	P&G Backstage Wife (149)
Thy Neighbors Voice S	MW Chicagoan ThF St. Louis Matinee	4:25 News S	Sterling Drug Stella Dallas (149)
The Dean Cameron Show S	Treasury Bandstand	Mart't Record Adventures M-F 4:30-5	Sterling Drug Young Widder Brown (149)
Manhattan Maharajah S	"	5-5:30 M-F M—R. Benson & Tu-Sgt. Preston Th-Sgt. Preston (Quaker) WF OrangeCrush Green Hornet	Manhtn. Soap Woman in My House (177)
Co-op Big Jon & Sparkie	4:55-5 News		Whitehall Just Plain Bill (145)
Mark Trail S	5-5:45 p.m. No Service	M-F 5:30-5:50 Songs of the B-Bar-B	Whitehall Front Page Farrell (140)
Kellogg Co. Space Cadet Tu&Th (223) (MWF) Fun Factory S—See Footnote	"	"	P&G Lorenzo Jones (195)
"	Miles Labs Curt Massey Time (147) R	M-F 5:50-6 Johnson & Son Cecil Brown	Ex-Lax Inc. Doctor's Wife 188

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Carter City Hospital (150)	Duns on Discs	Dude Ranch Jamboree
"	"	"	"
Front & Center S	Hormel & Co. Music with H. Girls (120)	(2:35-2:30) S. C. Johnson News	Coffee in Washington S
"	"	"	"
Lawrence Welk's Treasury Show S	Make Way for Youth	Georgia Crackers	Big City Serenade
"	"	"	"
Pan-American Union S	Report From Over Seas	Bandstand U.S.A.	The Downbeaters S
"	Adventure In Science	"	"
Lone Pine & His Mountaineers S	Farm News Co-op	Sports Parade	U. S. Army Band
"	Correspondents' Scratch Pad	"	"
ABC Late News S	Stan Dougherty	TBA	Win Place & Show Tunes
Finnegan's Sat. Box Scores S	Horse Racing	"	Racing
International Jazz Club S	Cross Section U.S.A.	Hawaii Calls	Musicana
"	"	"	"
Roseland Ballroom Orch. S	Eddie Fisher Show	Harmony Rangers	Mind Your Manners
"	"	"	"
At Home with Music S	Treasury Bandstand	Bands fm Boads	The Author Speaks
Club Aluminum Club Time (20)	"	Johnson & Son Peewee Reese Show	Your Key to Health

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EDT.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (295).
2:30-2:35 p.m., M-F, John H. Dulany & Son, Dulany Daily Double, (49).
5:55-6 p.m., M-F, World Flight Reporter
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
9:55-10 p.m., F, Gen. Foods, Sanka News (283)
* PP (Pyramid Plan: American Chicle & General Mills participations on The Top Guy, W., 8:30-9 p. m.; Defense Attorney, Th., 8-8:30 p.m.; Stop the Music, Sun., 8:30-8:45 p.m., seg.

CBS—11-11:05 a.m., Sat., Campana, Bill Shadel News (185)
5:55-6 p.m., Sun., Best Foods Inc., Larry LeSeur (181)
9:30-9:35 p.m., Tues., Colgate-Palmolive-Peet Co. Louella Parsons (179)
9:25-30 p.m., Th., Gen. Foods, Shadel News (158)
9:25-30 p.m., Sat., Gen. Foods, Sanka Salutes (155)
8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gatherin' (197)
3:45-50 p.m., M-F, Kellogg, Carl Smith, (140)
11:30-35 a.m., Sun., Bill Shadel (8)
4:10-15 p.m., Sun., Bill Downs (8)
* Sustainers on split network

MBS—2-4:30 p.m., Mon.-Sun., Game of the Day—Network B (Falstaff Brewing and Co-op). Gillette Warm-Up Time, 5 min. preceding games, Mon.-Sun. Camel Baseball Scoreboard, 5 min. following, Mon.-Sat. Wheaties Scoreboard, 5 min. following, Sun.
11:25-11:30 a.m., M-Sat., Johnson & Son. News
11:30-12:00 Noon, M-W-F, Kraft Foods Co.—co-sponsors Queen for a Day.
4:55-5 p.m., S, Bobby Benson—American Chicle
5:15-5:30 p.m., M, portion of Bobby Benson sponsored by Kraft Foods Co.
9-9:05 p.m., M-F, Johns-Manville Corp. Bill Henry.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); Sat., This Farming Bus.
10:45-11 a.m. Hymn Time, Gen. Mills, (10).
* MM—"Minute Man" Programs.

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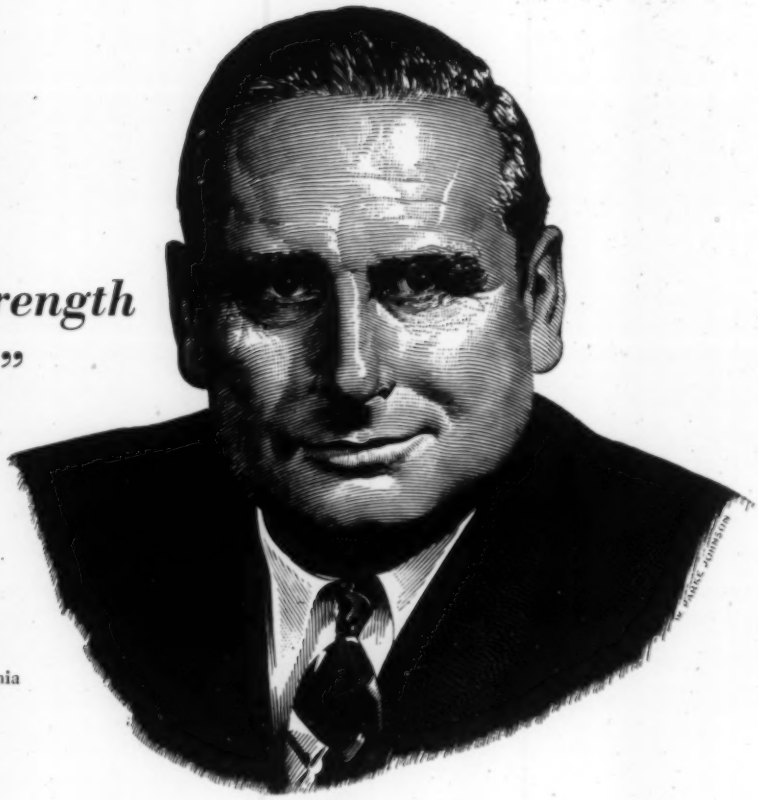

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President, Union Oil Company of California

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NLRB ACTIONS

Cover Five Stations

FIVE stations figured last week in actions taken by the National Labor Relations Board involving a final decision, a recommended order based on intermediate findings and oral argument.

The stations are KWKH Shreveport, La. (International Broadcasting Corp.), KHMO Hannibal, Mo. (Courier Post Publishing Co.), WGH Newport News, Va. (Hampton Roads Broadcasting Corp.), WNOR (Norfolk Broadcasting Corp.) and WTAR (Norfolk Radio Corp.), both Norfolk, Va.

Preliminary report of a trial examiner charging KWKH with certain unfair labor practices was affirmed and made final decision of the board last Tuesday. Similar findings were leveled against KHMO in an intermediate report. The three Virginia stations were involved in a hearing Thursday on a question relating to composition of bargaining units.

In the Shreveport case, KWKH had contended the union, International Brotherhood of Electrical Workers (AFL), did not have a majority representation among its five announcers and two control room operators. IBEW claimed such a majority.

The station then requested an NLRB hearing, held in Washington, D. C., April 8. KWKH claimed it was deprived of due process of law on two counts: (1) It did not have adequate opportunity to file an answer attacking definitiveness of the complaint, and (2) it was handicapped in preparing defense by NLRB denial of a request for 10- or 15-day continuation of case.

Concedes Doubt Possible

While the board affirmed the examiner's findings that the station discharged two announcers, Paul Crawford and Vendex Marshall, without just cause, and ordered KWKH to bargain with IBEW, it acknowledged there was room for speculation that the employer had doubted the union's majority in good faith.

The board said it took the action, "even though a majority [Chairman Paul M. Herzog, and members Abe Murdock and Ivar Peterson] does not find that the respondent's refusal to recognize the union . . . violated . . . the act . . ." The board added: "It was [his] duty to refrain from disturbing the *status quo* by coercive conduct pending the resolution of the representation question . . ."

In charging the union lost its majority through the employer's action, the board cited a ruling by the Court of Appeals for the Fifth Circuit on a non-broadcast case.

In the KHMO case, Examiner Stephen Bean charged that the station discriminatorily discharged an announcer, Robert Hewitt, "thereby discouraging membership" in Local 1272 of IBEW (AFL). He recommended the employe be reinstated. Mr. Bean absolved KHMO of other alleged unfair labor practices cited in the union's complaint.

Oral arguments were requested by American Federation of Radio Artists (AFL) to contest composition of units designated by NLRB at WGH and WNOR. Board had ordered elections at WNOR among announcers, announcer-engineers and continuity employes, and at WGH among announcing and programming personnel [B•T, April 14]. No action had been taken previously in the WTAR case on the same issue.

AFRA seeks a unit limited to announcers and announcer-engineers—those who actually appear before the microphone—and would exclude continuity, traffic, production, sales and promotion personnel where each are involved at the particular station.

In directing elections, the board in two of the three cases based its unit designations on the "small size of the (stations) . . . and integrated nature of . . . broadcasting operations."

McFARLAND BILL

Debate Schedule Indefinite

DATE for House debate on the McFarland bill (S 658) still is a question mark. House leadership has been aiming at Tuesday or Wednesday of this week as the days when they would consider calling up the bill [B•T, May 12].

However, there have been no assurances just when the bill will reach the floor. Some sources predict the week of June 11 because of the Memorial Day holidays interrupting House business.

The McFarland bill would touch up the Communications Act which has been operative since 1934. It would streamline a good many of FCC's functions. The House version contains some controversial sections in comparison to the Senate-passed bill.

The McFarland measure also faces possible amendments from the House floor, one of these on political broadcasts (see separate story), another on charging fees for AM-TV station licenses. Latter proposal hinges on action by Rep. Alvin E. O'Konski (R-Wis.). It is also expected that there may be some questioning on the floor regarding the House Interstate and Foreign Commerce Committee's added section on anti-newspaper discrimination.

Herman Kasser

HERMAN KASSER, 72, manager of the Seaboard Adv. Co., Philadelphia, died May 17. He was a member of the Panonia Beneficial Assn. and Brith Achim Beneficial Assn. Surviving are his wife, two sons and two daughters.

ATTENDING luncheon in Downtown Club of Dallas, Tex., are (l to r) Amon Carter Jr., pres., *Fort Worth Star-Telegram* (WBAP); Henry G. Little, exec. v. p., Campbell-Ewald Co., honored guest; E. M. Dealey, pres., *Dallas Morning News* (WFAA), luncheon host; John W. Runyon, pres., KRLD Dallas, and Bert N. Honea, v. p., gen. mgr., *Star-Telegram*.

PRELIMINARY-testing KBIG Avalon, Calif., signals are (l to r) James Vandiveer, John I. Edwards and Jack O'Mara, of John I. Edwards & Assoc.; Robert J. McAndrews, KBIG coml. mgr.; John H. Poole, sta. owner, and Don Pontius, San Francisco mgr., Robert Meeker Assoc.

KRSC Seattle and food accounts are awarded first place by Advertising & Sales Club of Seattle at banquet where Bill Simpson (2d l), KRSC sls. mgr., receives certificate from Trevor Evans (3d l), banquet chairman. Harold Ridalls (l), KRSC mgr., and Elroy McCaw (r), KRSC pres., received honorable mention for public service.

AT WFBR Baltimore broadcast of Muntz-TV new showroom and office-warehouse opening are (l to r) Hal W. Brown, Muntz-TV v. p.; Don Adams, WFBR nat. sls. mgr.; Bob St. Clair, Muntz-TV Baltimore mgr., and John E. Surrick, WFBR v. p.-gen. mgr.

LESLIE H. PEARD (l), mgr., WBAL Baltimore, and Arnold Wilkes, WBAL dir. of pub. affairs and education, admire plaque presented by NBC acknowledging WBAL's 25-year NBC affiliation.

SETTLING details for KNX Los Angeles buy of *I Was a Communist for the FBI*, a Frederic W. Ziv Co. production, are Dana Andrews (seated), program star, and (standing, l to r) Tommy Greenhow, Ziv producer, and CBS Radio Pacific executives, Leon Forsyth, merchandising mgr.; Sherril Taylor, sls. prom. mgr., and Edwin W. Buckalew, asst. gen. mgr. for sls.

Advertisement

From where I sit
by Joe Marsh

How Nervy Can a "Tenant" Get?

"Harry the Hermit" dropped in to see Judge Cunningham the other day and immediately started complaining about that dilapidated house he lives in over near Greenwood Lake.

"Who's my landlord?" Harry wanted to know. "Whoever you pay rent to," says the Judge. "Don't pay any rent," says Harry. "Moved into that house about twelve years ago and nobody ever came to collect."

"Well," says the Judge, looking mystified, "what do *you* have to complain about?" "Plenty," replies Harry. "The rain's been pouring in my living room and if someone doesn't fix that roof, I'm moving out!"

Now Harry was only having a little joke, but from where I sit I've seen people act just about as nervy as this sometimes—seriously. *Like those who enjoy all the rights Americans have worked for, and yet would take away some of those freedoms from others—for example, our right to enjoy a friendly glass of beer occasionally. I say these "leaks of intolerance" have no place in the "home of liberty."*

Joe Marsh

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IBEW CONTRACTS

Set at 12 L. A. Outlets

NEW contracts negotiated by IBEW Local 45 give engineers and technicians of 12 Los Angeles area independent AM and FM stations weekly wage increases varying from 5 to 9%, effective May 1.

Besides KRKD KLAC KFVD KGFJ KFWB KFAC KFMV (FM) Los Angeles, stations include KGER KFOX Long Beach and KWKW KALI KXLA Pasadena.

Along with other improved working conditions, a 20% mileage increase for engineers on outside assignments also was negotiated. Stations further agreed to encourage use of Local 45's "hiring pool" in employing new technicians.

Affecting advertising agencies and included for first time is a new clause written into contracts which specifies that all remote pickups not made by station employes will be controlled by the union similar to AFM's "casual" setup for musicians.

IBEW last week filed an NLRB petition of certification as collective bargaining representative for six engineers and technicians of KGIL San Fernando, currently represented by NABET (CIO).

LIQUOR ADS

Rank Fourth, WSWA Hears

LIQUOR is now the fourth most heavily advertised product in the nation with distillers spending $100 million a year in advertising, Dan Goldstein, director of advertising and merchandising for Schenley Distributors Inc., told the ninth annual convention of the Wine and Spirits Wholesalers of America last Monday in Los Angeles.

Mr. Goldstein said pre-selling of name brands by distillers through national and local advertising is vital to profitable retail operation in "today's high cost of doing business." David Bunim, vice president of Schenley Industries Inc., told delegates Tuesday that the beverage field faces return to a "buyers' market" of "confiscatory liquor taxes."

KBS 'BONANZA'

'Small Towns Are Rich Vein'

KEYSTONE Broadcasting System, network of 504 small-town stations, last week claimed there is a "bonanza" awaiting advertisers in communities outside major market areas.

KBS pointed out that the 1948 Census of Business reports that more than a third of the nation's business is transacted outside major metropolitan areas.

As for TV's effect on KBS listening, officials explained that 411 KBS stations are in counties "wholly outside the claimed coverage of TV stations. In fact," officials added, "the swiftest and steepest rise in KBS billings coincided with the emergence of television as a major medium."

WLS 'No Worry' Tour

ALMOST 300 Midwesterners have made reservations—with $50 deposits—for the WLS Chicago "no-worry" tour to Alaska in August. Response was tabulated within two weeks after six announcements on the station's popular *Dinnerbell Time*. Originally scheduled as a one-trip promotion for 200 persons, it has been expanded with addition of another all-expense tour, with costs of $500 to $600.

NARBA ACTION

Urged by Sen. Case

SENATE has been urged to take up consideration of the North American Regional Broadcast Agreement that pends before the Senate Foreign Relations Committee.

The call came from Sen. Francis Case (R-S. D.) on the Senate floor May 15 when FCC Vice Chairman Rosel H. Hyde was confirmed for another term on the Commission [B•T, May 19]. Sen. Case was acting minority leader.

Noting Comr. Hyde's activity toward negotiating NARBA, Sen. Case asked Senate Majority Leader Ernest W. McFarland (D-Ariz.) whether confirmation of Comr. Hyde would have any effect on the agreement. Sen. McFarland said the agreement now was the responsibility of the Senate and not connected with confirmation.

Sen. Case called attention to "the importance of having some action on the agreement. . . . I believe a proper tribute to his [Comr. Hyde's] work would be to bring up for consideration by the Senate the agreement Mr. Hyde worked so hard to negotiate."

NBC HONORS KDYL

Upon Station's 30th Year

KDYL Salt Lake City was saluted in a half-hour NBC program, *Salt Lake City—1320*, upon the station's 30th anniversary and its completion of 20 years as an affiliate of NBC. KDYL operates on 1320 kc with 5 kw power.

After the network salute, the station followed with *A Cavalcade of Progress*, recapturing the sounds and excitement of the past 30 years through recordings of memorable events in KDYL's broadcasting history.

Francis H. Marling

FUNERAL services were held May 21 in Glencoe, a Chicago suburb, for Francis H. Marling, 59, advertising manager of the Pure Oil Co. Mr. Marling, who worked at Pure Oil more than 20 years, died May 18 in his Glencoe home. He was a graduate of Princeton U. Surviving are his wife, Nancy, and four daughters.

How to write a million orders!

Remember when they introduced "the pen that could write under water?"

It was more than just a stunt. For when the ball-point pen first appeared in the stores, its acceptance was so sudden—the demand for the new pens so tremendous — that its manufacturer faced a serious problem.

He had to deliver more than a million pens—to every part of the country—in a matter of days!

What did he do? He turned to the world's fastest shipping method. He delivered his pens via Air Express!

Air Express helped create a million-dollar business almost overnight!

For expanding markets, creating good will, there's no substitute for the speed of Air Express. You can profit from its regular use, because:

IT'S FASTEST — Air Express gets *top priority* of all commercial shipping services—gives the fastest, most complete door-to-door pickup and delivery service in all cities and principal towns at *no extra cost*.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery*.

IT'S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

Call your local agent of Air Express Division, Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

Strictly Business

(Continued from page 18)

for Delta, the similar voice making it appear the airline was sponsoring the program.

From the late Henry Ford, whom Mr. Cobb met as a cub reporter, he borrowed this philosophy: "Learn as much as you can about everything you can; it will all be useful some day." A sign on Mr. Cobb's desk indicates another outlook upon life: "Why make it difficult . . . with a little more effort you can make it impossible."

When James Heys Cobb Jr. joined Delta as director of publicity in 1941, the pieces of a seeming patchwork of interests began to interlock.

Young Jimmy Cobb began his career taking art lessons, but soon turned to writing as editor of his school papers. His first business venture came at ten in a direct mail program to automobile owners whose cars needed repainting. His job was to copy down license numbers of cars needing paint jobs, for which he got a dollar for each repaint customer.

Gaining proficiency in photography, he joined the staff of a Savannah, Ga., newspaper as combination reporter-photographer upon graduation in 1933 from the U. of Georgia. He stayed three years, did a stint with the AP in Miami and returned to Savannah to become executive secretary to the mayor, who had requested Delta to seek a route to the city.

The application was approved and when Delta made its pre-inaugural flight through Savannah, Mr. Cobb went along to represent the mayor, who disliked flying. Here he met C. E. Woolman, president and general manager of Delta, and other Delta officials who were so impressed with Mr. Cobb's work in securing newspaper and radio publicity concerning the flight that they invited him to take charge of a new Delta department—publicity.

A short interval as an ensign in Navy intelligence prevented immediate acceptance of the Delta offer, but when Mr. Cobb received a physical discharge from the Navy, he joined the air line in August, 1941, as director of publicity and later of advertising.

His largest campaign was the introduction of Delta's DC-6 fleet in 1948, calling for a gigantic promotional and advertising campaign lasting several weeks. All types of media were used, including a special publicity flight from the West Coast for newspaper and radio men, and complimentary flights over each DC-6 city for local businessmen, radio and press people.

Mr. Cobb's main interest outside Delta is his old ranch-style year-around home on Niskey Lake, 20 minutes driving time from Delta's headquarters at the Municipal Airport in Atlanta. After living on the seacoast the whole Cobb family is "web-footed" anyway, he says, and here gets a chance to swim and fish. Here, also, Mr. Cobb can follow his other hobbies of carpentry and design.

Married to the former Neota Barber of Savannah, Mr. Cobb is father of James H. III, 11, and William Allen, 6. He is a member of Delta Tau Delta social fraternity, Sigma Delta Chi journalism fraternity and the Public Relations Society of America.

Advertisement

Letter from a man who believes in what he sells

Roger W. Clipp, General Manager, WFIL tells why, how and where he advertises

It's always nice to hear from someone who believes in what he sells—and backs it up with the long green. The letter we received recently from Roger W. Clipp, General Manager of WFIL, Philadelphia, is a sample of what we mean.

He believes in advertising, radio and his station, WFIL.

So he *advertises* to sell advertising and radio and WFIL.

The letter below, with but 204 words gives you his views on why, how and where a Radio station should be promoted to those who buy advertising. Here is what he says:

"We are most enthusiastic about the reception accorded our trade advertising series in Printers' Ink.

"When we began our current schedule of double spread advertisements almost a year ago, we were anxious to produce a campaign utilizing real *selling* facts about our market, about radio and about WFIL. We have a profound belief in the role of radio as advertising's most economical mass circulation medium and specifically in WFIL's effective coverage of the nation's third market. That belief translated into black and white is our trade campaign.

"Naturally, we want our story to reach those who are in a position to take action in buying advertising time—not only those advertisers with a going interest in radio, but, beyond them, other advertisers and their agencies who someday will be interested in selling by radio in WFIL-adelphia. Printers' Ink gives us that coverage.

Bob Kenyon

"Through Printers' Ink we're reaching not only today's advertisers but tomorrow's time buyers as well. We know that WFIL will sell, but we realize that first we have to sell WFIL. We believe that a good sound sales story on the station and its market will accomplish that objective.

"Printers' Ink is getting our message across where we want it understood."

Suggestion: if you've got messages for advertisers and agencies, consistent advertising in Printers' Ink is a good way to deliver them. Our mass circulation of 23,309 paid subscribers gives you maximum coverage of the advertising, management, sales and agencies executives who buy a large part of today's radio time.

When may we give you more details?

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink • 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

KOB ANSWERS

Petition on 770 kc Status

"SUMMARY return" of KOB Albuquerque, N. M., from its present 770 kc assignment (special service authorization) to 1030 kc, as proposed in an FCC petition filed by ABC [B•T, May 19], was opposed last week by the Albuquerque station. ABC had contended FCC should not approve transfer of KOB-AM-TV from T. M. Pepperday to Time Inc. and former FCC Chairman Wayne Coy without clearing up KOB's status on 770 kc.

KOB's reply to ABC, filed by Ralph L. Walker, of Pierson & Ball, contended the appropriate relief is for FCC to deny the ABC petition, act on the transfer application, and then proceed to a decision on the channel and frequency matter.

It was contended by KOB that summary transfer to its 1130 kc assignment could not be legally taken by FCC without consent of WBZ Boston, occupying the unduplicated channel.

Eisenhower Coverage

MBS has completed plans for three-day coverage of Gen. Eisenhower's return to his home in Abilene, Kan. [B•T, May 12]. Highlight of the Abilene ceremonies, to be broadcast June 3-5, will be the general's speech June 4.

NBC SHIFTS

Staff Changes Announced

HAROLD W. SHEPARD, heretofore supervisor of sales promotion for NBC radio, has been appointed manager of sales development, advertising and promotion for NBC spot sales, in a series of network personnel shifts announced last week.

H. Norman Neubert, spot sales promotion manager since July, will resume his former duties as merchandising manager of network owned stations.

William A. J. Lauten, trade news editor for the press department, has been promoted to serve as radio manager.

Mr. Shepard joined NBC in March 1950 as a radio sales promotion writer and was named supervisor of network radio sales promotion in June 1951.

Mr. Neubert entered the network as merchandising manager of owned and operated stations also in March 1950 after having been associated with R. H. Macy & Co. public relations manager and divisional advertising manager.

Mr. Lauten will report directly to Frank Young, department director, in his new assignment. He joined NBC in January 1949. Ernest Otto, staff writer, will serve as an assistant to Mr. Lauten as well as to Allen H. Kalmus, TV manager.

SECURITY RULE

Set for Senate Inquiry

ORGANIZATION of a Senate investigation into President Truman's controversial security order was begun last week [B•T, May 19].

Sen. Blair Moody (D-Mich.), who introduced the resolution authorizing the inquiry, was named chairman of an investigating subcommittee appointed a fortnight ago. Sens. John L. McClellan (D-Ark.) and Richard M. Nixon (R-Calif.) were named last week to fill out the subcommittee which also includes Sens. A. S. Mike Monroney (D-Okla.) and Andrew F. Schoeppel (R-Kan.).

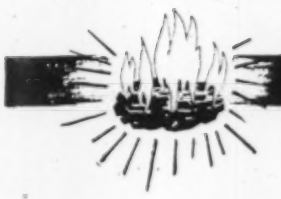
An advisory council of five to seven Washington newsmen, of radio-TV, the press or periodicals, also will be appointed to assist the subcommittee in its inquiry.

MATERIALS

Four Metals De-Controlled

FURTHER easing of controls on scarce materials, most of them used in radio-TV equipment production and construction, was indicated by the government last week.

The National Production Authority freed four metals—bismuth, cadmium, lead and antimony—from controls and eased restrictions on a fifth, zinc. Increased supplies of cobalt, nickel, copper and aluminum also were in prospect.



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

CEMENT INDUSTRY FINDS NEW USE FOR COAL BY-PRODUCT.

New uses for coal by-products seem endless. Recently, engineers discovered that when coal flyash is added to Portland cement the concrete's strength is greatly increased. Coal serves the cement industry in another way, too—as the basic fuel used to generate the intense heat that fuses limestone and clay into cement. And for this purpose the cement industry now uses more than 8 million tons of coal a year. The industry has expanded to the extent that its coal consumption is almost double what it was prior to World War II.

ENGINEER PREDICTS COAL PRODUCTION RATE WILL INCREASE FIVEFOLD.

In a speech recently made at Massachusetts Institute of Technology, a prominent engineering executive painted this possible picture of the coal industry of the future: Coal will be mined by ingenious machines and transported by pipeline to plants where it will be continuously processed into tars and coal char. Production rates will be five times higher than those common today to meet the increased demands of coal's regular customers as well as the tremendous requirements of the synthetic fuels industry. One striking thing about this prediction is that almost every facility the engineer described is either already being actually used by the coal industry or is operating experimentally.

BIG GAIN IS MADE IN EFFICIENCY OF COAL UTILIZATION.

Year by year, American industry has been putting coal to work more efficiently. The electric utilities, for example, have increased their efficiency of coal utilization more than six times since the beginning of the century. Last year the utilities burned about 102 million tons of bituminous coal to do a job that would have required 630 million tons at the 1899 level of efficiency. Even in the span of a single year, 1950 to 1951, utilization efficiency increased 4.2%, saving the utilities more than four million tons of coal.

PULP AND PAPER MILLS NOW USE LOTS OF COAL.

A recent engineering survey shows that the pulp and paper industry—which has had phenomenal growth, especially in the South—is becoming a major consumer of coal. Upwards of 15 million tons of coal is utilized annually. This is a remarkable tonnage in view of the fact that pulp and paper mills are big users of their own by-product fuels: black liquor and bark. Of the fuels purchased by this industry, the survey revealed, coal accounts for about 56%; oil and natural gas, 22% each.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

Now!

You get RESULTS beyond the expecte

Proudly Presented and Produced by

FOR LOCAL AND REGIONAL SPONSORSHIP ON FILM . . .

ZIV-T

the greatest name i
television programmi

OTHER GREAT ZIV SHOWS

- BOSTON BLACKIE • YOUR TV THEATRE
- THE CISCO KID • STORY THEATRE
- YESTERDAY'S NEWSREEL
- EASY ACES
- SPORTS ALBUM • FEATURES
- WESTERNS • CARTOONS

pecte hen you telecast . . .

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ming

S

ATRE

E

The half-hour dramas with the shock SOCK endings!

"THE Unexpected"

THE SELLINGEST TV PROGRAM OF THE YEAR!

Now selling for TV's top sponsors like:

- RHEINGOLD BEER . . . . . WNBT, New York
- SEALY MATTRESS CO. . . . . WEWS, Cleveland
- WIEDEMANN BEER . . . . . WKRC, Cincinnati
- STRIETMANN BISCUIT CO. . . . . WTAR, Norfolk

AND MANY MORE!

Virginia Grey Louis Jean Heydt Rochelle Hudson Craig Stevens Marjorie Reynolds Jeanne Cagney

Every story a success story for sponsors!

Top Hollywood actors, brilliant original scripts by Peabody Award winners, Lawrence and Lee . . . exciting background music and flawless production . . . all combine to create entertainment at its highest pitch . . . entertainment that is ready to write a success story for you!

Let us show you remarkably high ratings in market after market!

EVERY WEEK: A NEW STORY WITH A BRILLIANT NEW CAST!

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD
CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

XUM

editorial

TV Cum Laude

EVEN Comr. Hennock and the day-dreaming educators whose cause she has been advancing to who-knows-what eventual political advantage ought to realize by now that no more than a handful of the 242 TV channels reserved for educators will be occupied by them.

Operation of full-scale television stations simply costs too much for schools.

We suggest, however, that there is a way for education to make good use of TV. Being practical, this proposal may not appeal immediately to day-dreamers, but it could get a lot of schools into television, whereas the FCC's absurd plan can't.

If a school wants to use TV for teaching students, it can do it better by a closed circuit system on the campus than by the infinitely more expensive method of broadcasting. Closed circuit systems might well be within the means of many educational institutions. Nearly all campuses now have their "gaspipe" radio stations.

Well, how about programming to the off-campus TV audience? There's an answer to that too. Although we would be silly to represent this as a wholesale commitment, we venture that most commercial telecasters would agree to running a line or a micro-wave relay into the studios of schools that had closed circuit TV. They also would agree to broadcast a reasonable amount of educational programming originating at schools, providing, of course, the programming was good. Already there have been several arrangements between schools and commercial broadcasters and both sides seem happy with them.

We think this plan makes sense. It would cost everybody less money and result in getting more education into TV than ever will be possible under the FCC's system. It also would enable the FCC to take those 242 channels off ice.

McCarran at Bat

HOWEVER mischievous his purpose, Sen. Pat McCarran may have performed a useful service for radio, television and the U. S. public in introducing a resolution to exclude broadcasting from Senate hearings.

First, the introduction of such unremittingly restrictive legislation may stir broadcasters from the deplorable apathy with which they have received Speaker Rayburn's ban against radio and TV in the House. The petition of the NARTB filed at midweek suggests that in this case, unlike that in the House, broadcasters may take a strong position. Surely the prospect of being legislated out of the Senate ought to arouse any news medium.

Second, Sen. McCarran's action may have opened the way for a hearing at which a thorough discussion of radio's and television's places in the news gathering family could be had. The more discussion of this subject the better. If a hearing is held and all sides given adequate time, we cannot help but feel much confusion would be cleared up.

It's not surprising that Sen. Estes Kefauver, whose televised crime committee hearings first brought him into the national picture, has come out strongly against the proposed ban.

In our view, the confusion exists principally because those opposed to broadcasting refuse to recognize that the thing worrying them is not broadcasting at all but rather the frank, unedited exposure of congressional committee conduct. It would be well to get this straight, and there would seem to be no better way than through a hearing on the McCarran Resolution.

With his usual logic, Edward R. Murrow summed up the situation on the "freedom front" last Monday over CBS. He cited (1) President Truman's executive order of last September which makes every government department and agency its own censor; (2) Speaker Rayburn's ban; (3) the voice vote, with only 31 House members present, which authorized an inquiry into radio and TV programming (Gathings Resolution), and, finally (4) the McCarran Resolution.

"In combination," said Mr. Murrow, "they represent both a threat to censorship and a denial of the right of television and of radio to employ the tools of their trade—the mike and camera—to disseminate information."

It should be evident that these actions are not mere coincidences. They constitute a trend. It isn't enough for a scattering of professional newsmen in broadcasting to protest. This calls for the vigorous participation of management. To do otherwise would be gross negligence.

These thrusts must be resisted. We see in the Gathings Resolution sinister implications that could further restrict freedom of expression and thought. The McCarran Resolution embodies a menace which must be counter-attacked by management. Else it will be a confession that management does not believe radio and TV really are news media.

Football Bossism

THE collegiate football industry, hell-bent to prevent the taxpayers from having what they want, has just won another "victory." It has snuffed out the Atlantic Refining Co.'s sponsorship of football broadcasts of a score of eastern colleges, terminating 16 years of pleasant and profitable association in radio.

It was a force play. NCAA has served notice that it will repeat the 1951 monopoly-blackout tactics this year.

Since it isn't an eleemosynary institution, Atlantic Refining had no alternative. It is turning from Saturday radio to Sunday television; from college to professional games. Thus blocked from telecasting college games, Atlantic did the obvious and dropped college football altogether because it no longer is able "to back up its radio coverage with television coverage, gaining audience in the newer medium to balance audience losses in radio."

NCAA already is under Dept. of Justice scrutiny because of last year's blackouts. It has more than cursory knowledge of the government's conspiracy suit against the National Professional Football League for a much milder form of "monopoly."

And to compound its arrogance, NCAA has loosed an unscientific and notably inaccurate survey which obviously distorts the effect of its TV-blackout on football gate receipts.

This latest "victory" was preceded last year by another coup, wherein some of the leading colleges lost Atlantic Refining sponsorship because of NCAA's effort to sweep back the electronic tide. These colleges had benefited by receiving substantial fees for broadcast rights, with which to build new stadia and libraries. They profited by stimulation of interest in their teams.

Atlantic was the bellwether in breaking through the resistance of some of the old-line colleges on broadcasts of sporting events. It was the first, also, to back college football telecasts, with ten years in the video field.

Inevitably, we think, there will come the retribution. NCAA would be well advised to study up on anti-trust litigation.

our respects to:

KENNETH KENNARD HACKATHORN

"I DIDN'T know a kilowatt from a doughnut," says Kenneth Hackathorn, general manager, WHK Cleveland, in recalling his first days in radio.

Fortunately for Mr. Hackathorn, his initial job in radio required salesmanship experience, not technical knowledge, and he was a veteran salesman.

Mr. Hackathorn had come up through the ranks in the classified ad department of the *Cleveland Plain Dealer*, owner of WHK and the old WCLE Cleveland.

In January 1938, the newspaper asked Mr. Hackathorn to accept the position of sales manager for both stations. He adapted himself quickly and the stations grew. In July 1944, he was named vice president and general manager of WHK.

This meant much to Mr. Hackathorn, not only because it crowned a successful business career but also because Cleveland is his native city.

Mr. Hackathorn was born in that Ohio city June 7, 1900. He was christened Kenneth Kennard Hackathorn, a name that was to become synonymous with Cleveland radio.

His early schooling was in Lakewood, Ohio. While in high school there, he was building an athletic career until a knee injury forced him from scholastic competition. He earned a B. A. degree at Cornell U., class of 1923.

Although he had learned the theory of business administration at Cornell, Mr. Hackathorn's business experience dated back to boyhood.

At age 10, he worked with a farmer selling produce door-to-door from a horse and wagon. During school vacations, he sailed on the Great Lakes, and served in a checkerboard of other miscellaneous jobs.

After college, his first step up the ladder was in the auditing department of the White Sewing Machine Co. Soon thereafter, with a partner, he opened up a store handling White Sewing Machines and other appliances.

In 1925, Mr. Hackathorn joined the classified ad department of the *Plain Dealer*. As his know-how gained momentum, he was promoted successively to assistant classified manager in 1935, and classified manager in 1936. Then in 1938 he switched to radio.

With the aid of a good sales department and an efficient secretary, Mr. Hackathorn managed to survive his first few months in the seemingly confusing radio world. After that,

(Continued on page 67)

KPRC

In Houston . . . the South's First Market!

27 YEARS . . . CONSISTENTLY FIRST IN THE Golden Gulf Coast Area . . . KPRC Has The SELLING POWER YOU WANT! Buy KPRC For RESULTS THAT COUNT!

KPRC
HOUSTON

950 KILOCYCLES • 5000 WATTS
NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY & CO.

A-4-51

First or Second in

38

Quarter Hours*

Between 6 a.m. and 7 p.m.

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-growns"—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

SHOPPIN' FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

MILITARY FUNDS

Radio-TV Activity May Be Curtailed

RADIO-TV activity in the Pentagon faces a drastic curtailment if Congress sustains threatened cuts in funds for the military's public information operations.

Defense Dept. authorities are concerned over action already taken by the House and now under study by a Senate Appropriations subcommittee headed by Chairman Joseph C. O'Mahoney (D-Wyo.).

If the upper chamber sustains the House recommendations, the department's Office of Public Information faces a 75% slash in funds and personnel, with adverse effects certain to be reflected in the production of its informational or "prestige" radio-TV network programs.

Pentagon authorities are prepared to request permission of Sen. O'Mahoney to testify against the cut in expenditures—from $1,250,000 sought in the budget to the $312,000 which would be allowed by the House.

Military personnel procurement officials face the same problem in recruiting before the subcommittee, in respect to fiscal '52 and '53 monies. Congressional criticism has been leveled at paid advertising campaigns and public information specialists.

Symbolic of these economy moves was the revelation last week that the Air Force is dropping its *Air Force Hour* on MBS after four consecutive years of broadcasts. While AF authorities claim the show is going off for the summer and may be resumed this fall, they concede that reduction in OPI personnel was a major factor. The program bowed out May 11.

On the Defense Dept. OPI front, Charles Dillon, chief of the Radio-TV Branch, told BROADCASTING • TELECASTING that the 75% slash, if authorized by Congress, "would have the effect of cutting OPI operations to virtually nothing." He said every effort would be made, however, to retain the programs because of their informational value in the current cold war. Military authorities and networks are desirious of keeping the broadcasts, too, as public service features, he added.

Mr. Dillon's branch did lose one program last week, though for another reason—the suspension of the Liberty network. There is a possibility that excerpts of *Defense Report*, a 15-minute documentary, may be incorporated into the *Armed Forces Review* on MBS.

These and other Defense Dept. OPI shows—*Time for Defense* on ABC and *Pentagon-Washington* on DuMont TV Network—could face serious personnel and production difficulties in the event funds are depleted on Capitol Hill.

This predicament at the Defense Dept. level has been taking shape since early this year when it was revealed that the Pentagon shows were being reappraised in terms of their dollars-and-cents value [B•T, Feb. 11]. Since then, congressional attacks on the number of OPI specialists have mounted.

The Air Force has hinted that curtailment was possible in its radio-TV programs last March, though this feeling stemmed directly from a directive of Air Force Secretary Thomas Finletter. It called for a 65% cut in personnel by May 1 [B•T, March 31].

Another Air Force program, *Serenade in Blue*, could be affected over the long run, although the service reportedly has a sufficient backlog of transcribed broadcasts to span the summer months.

The recruiting dilemma is reflected in pending fiscal '53 funds, sharply pared by the House, for radio, TV and other media advertising and fiscal '52 expenditures ($2.1 million) still frozen by Congressional mandate. Total of $1,050,000 for advertising is under legislative scrutiny for the coming year [B•T, May 19, April 14].

TRUMAN STAFF

Fritchey To Be Named

APPOINTMENT of Clayton B. Fritchey, public information director for the Dept. of Defense, as special assistant to President Truman was expected to be announced momentarily, according to published reports last week.

Mr. Fritchey was to announce his resignation from the Defense Dept. information post which he has held since November 1950. He is expected to serve in a special information or news capacity on the White House staff.

Report of the appointment tied into earlier speculation that Mr. Fritchey, a former newspaperman, would be named to the Democratic National Committee as public relations consultant [CLOSED CIRCUIT, April 14].

ANTUNER DISPUTE

Settled Out of Court

DISPUTE between Thomas S. Lee Enterprises, owner of WOR-AM-TV New York, and Antuner Co., Stamford, Conn., and its agency, Cavanaugh-Shore & Co., New York, was settled out of court fortnight ago.

Lee Enterprises had filed suit in Superior Court of New York to collect $8,638.02 allegedly due from the agency and Antuner for time charges and money allegedly refunded by stations to Antuner customers [B•T, April 28]. Cavanaugh-Shore also was sued for $4,105.90 allegedly due for commercial announcements. Mid-week comparison of agency-station records and payments indicated the total debt was $6,084.21, payment of which closed the issue.

ARE YOU A STICKLER FOR COVERAGE?

Smart local advertisers know that WINS, with tremendous power day and night, reaches *lots* of listeners. They know it offers lowest cost per thousand listeners most every period of the day.*

"Spots," shows on WINS have a reputation for *selling*—extra pulling power. Ask any of our local advertisers—among them:

- The Bank for Savings
- Barney's
- Ben Tucker Furs
- Crawford Clothes
- Friendly Frost Stores
- La Basso Bakery
- Loew's Theatres
- National Shoes
- New York Telephone Co.
- Pioneer Food Stores
- Sterling Tobacco
- Torino Foods

You can sell *more* for *less* money in the Metropolitan New York market if you'll buy... 1010 WINS... it *sells!*

1010 WINS 50,000 watts Day and Night . . . New York

*Pulse (February, 1952) CROSLEY BROADCASTING CORPORATION

Our Respects to

(Continued from page 64)

he stood very solidly on his own.

WHK at that time did not have a merchandising department. Within a year, he had an aggressive merchandise department operating, and had instituted other sound business methods.

Looking ahead, Mr. Hackathorn comments, "The future of the station is best expressed by a recent opening of new and larger office and studio facilities which, I believe, expresses the utmost faith in the future of radio.

"Obviously," he adds, "our new location took into consideration the possibility and hope of securing a television license. WHK has withstood the first onslaughts of television and our local business is showing good improvement over 1950 and 1951."

Since entering the radio field, Mr. Hackathorn has consistently felt that radio offered the strongest means of mass appeal and could be used by anyone as an advertising medium to move merchandise and sell services.

He looks upon the senior broadcast medium as "a greater force in building the community, the home and the nation. Radio has become an integral part of our national economy and has helped to mold a way of life that can only be found in a country such as ours.

"WHK, like other stations throughout the country, will continue to play a leading part in the educational, cultural and economic life of every community."

A glance at Mr. Hackathorn's outside activities will convince anyone that he is doing his active best to make the station more a part of the community.

Mr. Hackathorn is active in the Cleveland Chamber of Commerce program committee and the Cleveland Advertising Club. He is director and secretary of the Hermit Club, past president of the Cleveland Executives' Club, a member of the Heights Rotary Club of Greater Cleveland, director of the Junior Achievement and is past president of the Cornell Club of Cleveland.

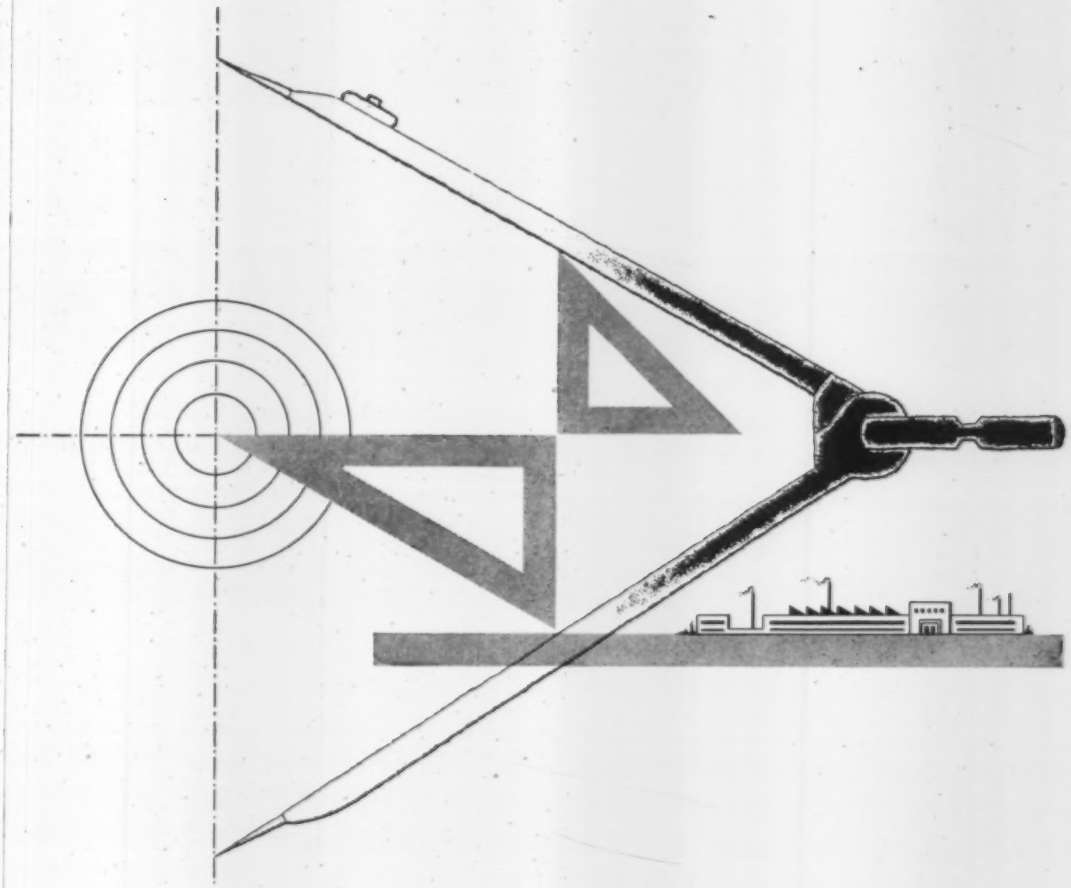
His staunchest supporter and confidante is the former Bernice Helen Albaugh, whom he married Nov. 22, 1924.

When a few leisure hours appear unexpectedly in his crowded day, Mr. Hackathorn finds relaxation in golf and in playing cards.

His future plans look toward solidifying WHK's position as one of the top stations in the northeastern Ohio market. He hopes that he eventually will be instrumental in building a TV station to a leading position in the same market.

AFA Old Timers

ADVERTISING Federation of America will hold a dinner for men and women who have been in advertising 25 years or more during its 48th annual convention at New York's Waldorf-Astoria, June 8-11.



GOOD COMMUNITY RELATIONS

start when a new plant is still in the blueprint stage. *Radio* can help!

Never before has American industry expanded at such a pace! And every time a new plant arises, new problems in community relations arise with it.

To solve these problems, many growing companies use radio.. effectively, economically and regularly. Radio programs prepare a community for the arrival of a new industrial neighbor. Radio programs *explain* a new plant's policies and purposes. Radio programs *attract* employees.. both from areas close to the plant and from outlying territories that other media simply don't reach.

If you're locating a new plant, don't overlook the help that radio offers. And if you're building in any one of these six industrial centers.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, or Portland, Oregon.. get in touch with the Westinghouse station that serves your area. There you'll find wide experience in using radio to help industry make friends with its neighbors.

WESTINGHOUSE RADIO STATIONS Inc

WBZ · WBZA · KYW · KDKA · WOWO · KEX · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Only ONE Station

DOMINATES

This Rich Growing 15-County Market

with

RETAIL SALES

of

$580,950,000*

* *Sales Management, 1952 Survey of Buying Power.*

WSJS

The Journal-Sentinel Station

AM-FM

WINSTON-SALEM

NBC Affiliate

front office

RUSSELL E. OFFHAUS, former assistant manager, WMRY New Orleans, to WMFS Chattanooga, as general manager.

V. MONTERO-DIAZ elected executive vice president of WORA Mayaguez, WPRP Ponce and *El Dia*, Ponce daily newspaper.

SAMUEL N. NEMER, sales manager, WLOL Minneapolis-St. Paul, to WDGY there in same capacity.

Mr. Nemer

WALLACE HUTCHINSON, assistant manager, advertising-promotion department, NBC radio, Hollywood, promoted to account executive. Succeeding him is PRESTON WHITNEY, script writer, M-G-M.

WALKER REPRESENTATIVES Co. appointed national representative for WWPB Miami.

AL MANN, recently discharged from Navy, to sales and program staffs, KVWO Cheyenne, Wyo.

WALTER STOUSE, engineering staff, WMFJ Daytona Beach, Fla., appointed assistant station manager.

JUANITA HALL, formerly of Radio Reps., Chicago, to John E. Pearson Co., station representative firm, same city, as member of sales staff.

JAMES BURGESS, former national sales representative, *Columbus* (Ohio) *Citizen*, appointed sales executive for WLWC (TV) Columbus.

Mr. Burgess

BERT DEMERS, sales manager, KRKL Kirkland, Wash., to KOMO Seattle, as account executive.

ALAN B. JOHNSTONE, sales manager, KGO San Francisco, to KCBS that city, in same capacity.

EDWIN METCALFE, account executive, KTTV (TV) Hollywood, to KECA-TV Los Angeles, as sales service manager.

ROBERT E. KNOLL, manager of Lancaster, Pa., branch of Onita Specialty Co., to sales staff of WLAN that city.

WINSTON L. CLARK rejoins WORZ Orlando, Fla., as sales manager.

Mr. Clark

WALTER TOLLESON and BARNEY HANSEN to newly opened San Francisco office of KEAR San Mateo, Calif., as account executives.

WILLIAM L. WEIL appointed general manager of WTTH Port Huron, Mich., assisted by ALICE M. ANDERSON. GAYLORD FORBES named station's sales manager.

HENRY I. CHRISTAL Co., N. Y., appointed national representative by WTMJ Milwaukee.

DAVID A. HARRIS, Ruthrauff & Ryan, N. Y., to sales staff of George W. Clark Inc., radio station representative, same city.

Personals . . .

JAMES D. SHOUSE, chairman of the board, Crosley Broadcasting Corp., will deliver commencement address June 2 at Wilmington (Ohio) College. . . . KLAUS LANDSBERG, vice president, Paramount Television Productions Inc. and general manager, KTLA (TV) Hollywood, nominated for entry in November edition of *Who's Who in Los Angeles County*. . . . BILL WHITLEY, director of public affairs, CBS Pacific Network, recuperating in Hollywood Presbyterian Hospital from injuries sustained in automobile accident. . . . GENE HILL, vice president-general manager, WORZ Orlando, Fla., father of boy, Eugene, May 14. WILLIAM MURRELL Jr., station's secretary-treasurer, father of boy, May 16. MRS. HILL is daughter of MR. and MRS. WILLIAM MURRELL, executive vice president and president of the station, respectively.

WILLIAM H. SYLK, president, WPEN Philadelphia, was honored with dinner May 24 for 15 years of leadership in community and Zionist movement. . . . RUSSELL BAER, manager of CHEX Peterborough, Ont., elected president of Peterborough Sales and Advertising Club.

EUGENE BANNVART

Adman Dies in New York

EUGENE J. K. BANNVART, 57, vice president of Cecil & Presbrey Inc., New York, died May 18 in New York Hospital after a brief illness.

Mr. Bannvart entered advertising as advertising manager of McCormick & Co., Baltimore. Following a term as manager of Cecil & Presbrey's Baltimore office, Mr. Bannvart went to Russia. He returned to this country in 1936 and was made a vice president of Blackett, Sample & Hummert Adv. in Chicago. He became a vice president of the Biow Co. in New York in 1943. Rejoining Cecil & Presbrey in 1949, he was appointed vice president. He leaves his wife, Mrs. Helen K. Bannvart.

Astin Named for NBS

DR. ALLEN V. ASTIN, widely known in electronics, was nominated Tuesday by President Truman to be director of the National Bureau of Standards. He has been acting director since resignation last October of Dr. E. U. Condon, who became research director for Corning Glass Corp. Dr. Astin joined the bureau in 1932. He worked in radio telemetering and was a key figure in development of the proximity radar fuse which detonates a missile at a desired distance from an object.

Angling for New Markets?

If you're fishing for new markets, past result stories point to KFYR as a likely spot. The station with the nation's largest area coverage, KFYR doesn't depend on "fish stories"—offers the national advertiser hard-hitting facts which bear out KFYR's coverage and selling claims in this rich, rural market.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE

Rep. by John Blair

GUILD WRITES
Network News Sponsors

LETTERS were being mailed to some 70 sponsors of NBC, CBS and ABC radio newscasts by the Radio Writers Guild to explain the reasons for its strike, pending against the three networks to establish commercial fees for staff newswriters, Ira Marion, Eastern regional vice president, said last week.

Similar messages were sent the previous week to sponsors of national presidential convention coverage this summer, he added. The strike is approved by RWG membership as well as the council of its parent, Authors League of America.

Baseball on KEX-FM

BROADCASTS of Pacific Coast League Portland Beavers baseball games have been inaugurated by KEX-FM Portland, Westinghouse station, as service to FM listeners. Station also has granted rebroadcast rights to some 10 AM Northwest outlets comprising a baseball network on sponsored basis. KEX-FM coverage is sustaining. KEX-FM is duplicating KEX from 3 p.m. to game time, at 8:30 p.m. PDT.

RACING INQUIRY

WLAP, KLAC-TV Petition FCC

TWO stations—WLAP Lexington, Ky., and KLAC-TV Los Angeles—last week asked the FCC to reconsider its Feb. 25 action designating them for hearing because of programs carrying information on horse races [B•T, March 3].

The Commission set 16 station licenses for hearing in February to bring the entire question of racing news to a head. Its action followed study of questionnaires in which stations described the extent to which they carry racing news. The FCC took the position that some track programs giving odds, scratches, track conditions, prices paid, etc., tend to promote gambling.

WLAP told the FCC it had discontinued a program called *Sports Parlay* in 1950 after more than a decade. The program was a 1-5 p. m. Saturday feature during the summer racing months. Last March 12 it discontinued *Sports Review*, a daily 15-minute broadcast at 5:30 p. m.

The station pointed out it has never broadcast horse racing information during substantial segments of afternoon broadcast time "on a regular basis, so as to cause program imbalance inconsistent with operation in the public interest and has never broadcast information pertaining to horse racing, or any other sporting event, in a manner making it particularly susceptible of use as an aid to illegal gambling."

Program content of *Sports Parlay*, it was added, contained information of all sports, interspersed with popular music and "purposely deleted some information regarding races broadcast on *Sports Parlay* which might conceivably have been helpful to bookmaking operations."

WLAP said it desires to continue broadcasting the daily feature race during the Keeneland Race Course meetings, ten days each in spring and fall. The track is non-profit and owned by those interested in breeding, training and racing, it was stated, and conducted on highest ethical standards. It also would broadcast news coverage of important races such as the Kentucky Derby.

Petition asking removal from the hearing docket and grant of license renewal, filed by Paul A. O'Bryan, of Dow, Lohnes & Albertson, Washington, said sponsors were of a normal type.

KLAC-TV told the FCC it had discontinued all regular daily telecasts of horse racing information last Feb. 28. During the entire time it carried racing information on a regular basis, the station states, it telecast only the mutuels paid and the results of the races, not including entries, scratches, probable jockeys, winning jockeys, jockey changes, weights, weather, time, pre-race odds and similar details.

KLAC-TV's Present Schedule

When the FCC set KLAC-TV for hearing, according to the station, it was telecasting results only three times each weekday, generally a half-hour to two hours after the races were run. It is not currently telecasting racing data "except for incidental references in news and sports news programs to feature races such as the Kentucky Derby."

The racing information was carried during a general variety program covering several hours, KLAC-TV told the FCC, with normal and usually acceptable sponsors. Public interest in the sport is high in Southern California, with attendance surpassing all other spectator sports combined, according to KLAC-TV, which adds that it has built up a large sports following. Racing information did not exceed nine to 25 minutes on weekdays, Monday through Friday.

KLAC-TV pointed to the WANN Annapolis, Md., and WJZ-TV New York renewals as precedents for its petition to be removed from the hearing docket. John P. Hearne, Hollywood attorney, filed the petition, with Krieger & Jorgensen also listed as counsel.

ONE ANNOUNCEMENT -- BETTENDORF AND DAVENPORT IN IOWA

TWO OUT-OF-TOWN CUSTOMERS ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

$2,450 in Sales

Davenport's Burkeholder Custom Kitchens has had schedule of advertising on WOC for 2½ years. Store owner J. K. Burkeholder knows this schedule builds sales volume. Has many specific instances proving this fact.

For example, in January '52, a Clinton, Iowa, man driving near Davenport on his way to Burlington, heard a Burkeholder announcement. Stopped in Davenport store; told them to get in touch with his wife about remodelling their kitchen.

Within week, Burkeholder had a $1,350 order from this Clinton family. *But more*, Clinton man's brother contacted Burkeholder; purchased a $1,100 custom-built steel kitchen. Result of one WOC announcement—$2,450 in sales. Said the Clinton man: "Credit WOC with this sale, for until I heard the announcement, I didn't know about the Burkeholder firm."

Proof that when you want sales volume in the Quint-Cities—nation's 71st retail market—*you want WOC*. Contact us direct, or your nearest F & P man.

Free & Peters, Inc.
Exclusive National Representatives

WOC AM • FM ALSO TV

Davenport, Iowa

Basic NBC Affiliate
5000 W. — 1420 KC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

another big extra value for K-NUZ advertisers!

K-NUZ plugged your product to 107,000 people at the Houston Annual Home Show, March 30-April 6!

Currently advertised products on Houston's leading independent station — featured in an impressive booth display with glittering signs, helium filled balloons and a revolving display of K-NUZ's top disc jockey personalities - - attracted the attention of Home Show visitors . . . thousands of regular K-NUZ listeners.

K-NUZ was Houston's only radio station giving its advertisers this big plus value!

MAKE YOUR ADVERTISING DOLLARS MULTIPLY INTO SALES DOLLARS — BUY K-NUZ FOR MERCHANDISING PLUS VALUES!

Call FORJOE, National Representative or DAVE MORRIS, General Manager at KEystone 2581 TWX-HO 414

K-NUZ

HOUSTON'S LEADING INDEPENDENT

RADIO and TV Naval Reserve public relations officers on one-day cruise aboard training carrier, *USS Cabot*, during sixth volunteer public relations seminar by Navy Office of Information, in Pensacola-Key West area April 13-26, represented stations in four states and Hawaii. They are (l to r): Lt. Cmdr. John E. Reilly, WMEX Boston; Lt. Cole J. Keyes, WGN-TV Chicago; Lt. William J. Willis Jr. and Lt Cmdr. Walter R. Bishop, public relations manager, both WRVA Richmond; Lt. Cmdr. C. J. Woodhouse, commercial manager, WDNC Durham, N.C.; Lt. Cmdr. John Tansey, WRVA, and Lt. E. F. Donnell, general manager, KGMB Honolulu.

VOA BUDGET FIGHT

To Resume This Week

RESTORATION of fund cuts in the Voice of America and other U. S. international information activities to the full budget request of $133 million will be sought by the State Dept. on Capitol Hill this week.

While no date had been set, it was understood that a Senate Appropriations subcommittee probably would hold hearings on the 1953 budget sometime this week. Chairman is Sen. Pat McCarran (D-Nev.).

Top officials of the International Information Administration—presumably Dr. Wilson Compton, administrator—and the State Dept.'s International Broadcasting Service—Foy Kohler, IBS chief, and George Herrick, facilities director—are expected to testify on the need for restoring monies cut by the House earlier this spring.

The lower chamber specified no actual operating figure for shortwave broadcast operations, but levied substantial cuts in the information program which would bear heavily on VOA's budget. It pared the program from $133 million to $85 million.

At stake, as State Dept. officials prepare to present their case, are expenditures for two overseas radio bases to be completed later this year and for two new transmitter-equipped ships.

The House knocked out $36.7 million for the seven station projects. A sum of $27 million voted by the House Appropriations Committee for radio broadcasting also would be cut substantially if the overall reduction is signed into law. VOA received $19.8 million in regular appropriations during the fiscal year ending June 30.

KGU 30TH BIRTHDAY

Plans for TV Soon

KGU HONOLULU celebrated its 30th birthday with an announcement by Lorrin P. Thurston, president and general manager of the Advertiser Publishing Co., licensee of the station and publisher of *The Honolulu Advertiser*, that KGU expects to install Hawaii's first television station.

Mr. Thurston said the new TV station is expected to be on the air, "if all goes well," by February 1953 in a broadcast observing the station's birthday. *The Advertiser's* May 11 issue carried a panorama of KGU's 30 years of service during which such greats as President Roosevelt, Amelia Earhart and Guglielmo Marconi have spoken into its microphone.

WEAS PROTESTS

Newspaper Log Omission

NEW FUEL was added to the Atlanta newspaper-radio dispute last week as WEAS Decatur, Ga., reported it has protested to FCC the failure of the Atlanta *Journal* and *Constitution* to carry the program logs of seven of ten radio stations serving the area, including WEAS.

The E. D. Rivers Jr. station charges the action of the newspapers, which prior to their merger under Atlanta Newspapers Inc. had carried free listings of all radio and TV stations there, "directly results from" Mr. Rivers' protest of Atlanta Newspapers' sale of WSB-TV Atlanta (Channel 8, WLTV(TV) to Broadcasting Inc. [B•T, Aug. 27, 1951].

WEAS contends the papers now carry only the listings of WAGA (CBS), WGST (ABC), WSB (NBC), WSB-TV, WLTV (TV) and WAGA-TV, all Atlanta, while omitting the logs of WEAS and WGLS Decatur, WTJH East Point and WERD, WBGE, WQXI and WATL, all Atlanta. WEAS asserts further that the papers carry news items concerning programs on only the three radio stations whose program logs are carried.

WEAS, stating "hundreds of complaints" have been received from listeners respecting omission of the WEAS program log in the two papers, informed FCC it was unsuccessful on three occasions in efforts to have its log restored to listing. WEAS asks FCC to take "such action as is necessary to bring about a change in the policy of Atlanta Newspapers Inc."

Queried by BROADCASTING • TELECASTING, J. Leonard Reinsch, managing director of the Cox stations, and a director of Atlanta Newspapers, Inc., said:

"It is unfortunate at a time when the Commission is overworked, that there should be filed a letter containing information so careless in fact."

SWITCH to 45 rpm. system of recorded music effective June 4 has been announced at WNEW New York. Heavy spot campaign will precede conversion, according to station reports.

THE BARNES SURVEY sells THE DIFFICULT CLIENT

■ Now there is an answer for the client who asks "WHO listens?" One high priced merchandise client using the Barnes survey showed that his radio program was reaching 64% of all of his potential customers! Yet his over all rating was low.

■ **YOU MAKE THE SURVEY YOURSELF. The local retailer has trust in you and in many cases has never heard of national survey organizations. We analyze your results and send you a certificate properly notarized.**

■ The BARNES SURVEY kit includes complete instructions, sample letters for the mail portion of the survey, sample telephone conversations for the telephone portion, analysis sheets and recommendations for increasing audiences.

■ **Recommended for discriminating clients and stations who want to improve their business.**

■ Immediate shipment on receipt of check or money order. $25.00 for cities under 125,000 population. $37.50 for cities over 125,000 population.

WADE BARNES COMPANY

1917 Westheimer, Houston 6, Texas
Phone: KEystone 6681

WE HAVE THE CUSTOMERS

and we now have

HIL F. BEST

as National Representative

to tell you about it.

CALL YOUR NEAREST **BEST** OFFICE

WHTC HOLLAND, MICHIGAN
The Tulip City

EQUAL TIME RULE

Non-Comm. FM Reminded

NON-COMMERCIAL educational FM stations must treat political candidates in the same manner commercial broadcast stations are required to, according to an FCC report and order a fortnight ago. The order amended the FM rules to include a new section providing that if any non-commercial, educational FM station permits a legally qualified candidate to use its facility, it must provide the same and equivalent time to all other legally qualified candidates and may not censor their scripts.

Order was originally proposed in 1950 when it was discovered that this provision had been omitted from the FCC's non-commercial, educational FM rules. Later that year, Westinghouse Radio Stations Inc. petitioned the Commission to enlarge the provision to include supporters of candidates as well as candidates themselves. This followed a ruling by the U. S. District Court stating that Sec. 315 of the Communications Act (which deals with political broadcasts) also included supporters. This view was reversed by the U. S. Court of Appeals, which held that Sec. 315 applied to candidates only and not to supporters. Since the courts decided that supporters are not covered under Sec. 315, the Commission dismissed the Westinghouse petition.

'COURIER' SHAKEDOWN CRUISE

Ship Called a Valuable VOA Weapon

SHAKEDOWN cruise of the State Dept.'s floating transmitter has proved the "vagabond" *Courier* to be the "most versatile and one of the most effective weapons thus far developed to promote the "Campaign of Truth."

This is the conviction expressed in a preliminary report of an 18-day test in the Panama Canal Zone circulated in the State Dept. last week. The ship is now at Hoboken, N. J., preparatory to start of actual operation.

"The tests . . . establish beyond any question of doubt the practicality of the project. . . . They reveal that the *Courier* is a technically perfected broadcasting vehicle for bringing to the front door of any target area, the full strength of our message," the report states.

During the 18-day trial run, three transmitters were used to broadcast programs daily for six hours continuously. Prior to reaching the Canal Zone, the Coast Guard ship visited Venezuela, Colombia and Panama City. Later it stopped in Vera Cruz, Mexico.

To avoid interference with other stations, the ship operated its mediumwave transmitter at one-third of its 150 kw power, fanning out 800 miles from the zone, with satisfactory results. Shortwave transmission with two 35 kw transmitters "was generally-satisfactory throughout the entire target area," it was reported. VOA shared the 1510 kc frequency with WLAC Nashville during part of the tests.

While signals were aimed at Latin American countries, monitors reported signals in New York, London, Tangier, Munich, Spain, Scotland, Sweden and New Zealand.

Purpose of the Latin American trial was to combat Soviet propaganda and to win allies among the Carribean audience. The State Dept. reported that it has received hundreds of letters from various countries reporting on satisfactory reception of transmissions.

"In addition to providing satisfactory coverage for its mission, the transmissions of the *Courier* have provided valuable radio propagation data not previously available," the report said.

Congress has withheld consent from funds to build other seagoing transmitters, pending results of the vessel's first venture on the high seas.

RADIO-TV SESSION

To Convene at Stanford

TENTH summer session of the Stanford Radio-TV Institute will begin June 19 in cooperation with KNBC and KPIX (TV) San Francisco, according to an announcement made by Prof. Stanley T. Doner, director of the institute. Staff members from the two stations will serve as instructors in addition to regular Stanford faculty members from the speech and drama department.

Instructors from KNBC include: Lloyd E. Yoder, general manager; George Greaves, assistant general manager and program director; John H. Thompson, manager of news and public affairs, and Walter Tolleson, assistant sales manager for NBC Western Div. KPIX staff personnel who will participate are Philip G. Lasky, vice president-general manager; Richard C. D. Bell, assistant to the president, and George Mathieson, production manager.

Courses will be offered in all phases of radio and television. A TV workshop is included in the curriculum. Program from the workshop will be telecast by KPIX.

Enrollment in the institute, scheduled to run eight weeks, is limited to 75 students. Anyone who has completed two years of college work or its equivalent may apply. Classes will meet alternately in the San Francisco studios of KPIX and KNBC and on the university campus.

HISTORY of development of radio and particularly growth of WORC Worcester, Mass., will be recorded in murals being painted by Ben Blake for station's new studios.

WSYR's Local Radio Sales UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE 570 KC

WSYR—AM-FM-TV—The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

WSAZ

HUNTINGTON, W. VA.

SERVING 3 STATES

NOW AVAILABLE

for the First Time in Two Years!

A WOMAN'S PARTICIPATION SHOW—

THE WOMEN'S 930 CLUB CALENDAR

1:30-1:45 P.M. MONDAY-FRIDAY

57% Share of Audience*

10.4 Hooper*

(*Hooper-Jan.Mar. '51)

CONTACT: The Branham Co.

5000 WATTS DAY
1000 WATTS NIGHT
930 KC

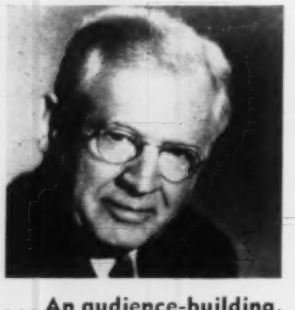
RADIO STATION WSAZ

John T. Flynn

Five Quarter Hours Weekly

NOW TRANSCRIBED

•



. . . An audience-building, prestige program that will attract both LISTENERS *and* SPONSORS to your station, featuring one of the nation's leading authorities on economic subjects and world events.

•

. . . A vital commentary on the news by the author of many best-selling books with circulation reaching into the millions.

•

. . . Also, *Americans, Speak Up!*—another top-flight production which recently won its second FREEDOMS FOUNDATION award—is available one quarter hour weekly.

• • • • • •

In production more than three years, and currently carried by more than three hundred stations across the nation, both programs are now offered exclusively in each market on a no-cost basis for sustaining programming—nominal talent fee when commercial.

•

GET THE BEAT ON YOUR COMPETITOR BY BEING THE FIRST IN YOUR CITY TO TAKE ADVANTAGE OF THIS OPPORTUNITY TO SCHEDULE THESE TIMELY PROGRAMS.

•

Stations now scheduling will be fully protected.

•

For full particulars, wire or telephone:

R. K. Scott, Sales Director

America's Future, Inc.

205 East 42nd Street,

New York 17, N. Y.

MUrray Hill 4-6023

air-casters

RICHARD SOMMERVILLE promoted to program director, WTTH Port Huron, Mich.

BILL WRIGHT joins WIP Philadelphia announcing staff.

ROBERT C. LIVINGSTON, executive producer, KHJ-TV Hollywood, to KNBH (TV) that city as director.

BOB DOLL, WCSI Columbus, Ind., appointed station promotion director.

PACE WOODS, director of audience promotion, ABC Hollywood, to KNBH (TV) that city promotion-advertising department. He succeeds **NORMAN HOPPS** who transfers to station's production department.

SAM GIFFORD, KRDO Colorado Springs, to WHAS Louisville, on production staff.

Mr. Gifford

RICHARD W. CLARK joins announcing staff, WFIL Philadelphia.

JACKSON WILLES, circulation department, Curtis Publishing Co., Phila., to advertising department, WFLN that city.

BOB VAN CAMPS, WSB-AM-TV Atlanta, signed by Atlanta Pops Orchestra to narrate forthcoming summer concert series.

JOHN VICTOR NOWAK, free lance announcer, to WABY Albany, N. Y., as announcer-producer of weekly *Polish Bells Polka Party Show.*

LILLIAN KLAKE named woman's program director, WLDY Ladysmith, Wis., succeeding **AGNES FOSTER,** who has retired.

ANNE HOLLAND, assistant to the director of public affairs, WBAL-AM-TV Baltimore, named "Woman of the Year" by city's Women's Advertising Club.

STAN RICHARDS, WBET Brockton, Mass., to WORL Boston as disc jockey, replacing **BILL RYAN,** who now serves in NBC newsroom, New York.

PAUL SPEEGLE, San Francisco drama critic, appointed assistant program director for Radio Free Asia.

HOMER MARTZ, director of agriculture, KDKA Pittsburgh, elected to board of directors of city's District Dairy Council.

TOM MANESS, WMIT Charlotte program director, to WPTF Raleigh, as continuity supervisor.

WENDELL D. PALMER, continuity manager, WTMJ-AM-FM Milwaukee, elected vice president of city's alumni chapter of Alpha Delta Sigma, national advertising fraternity.

CLARK MANNING, announcer at KFQD Anchorage, Alaska, to WIBM Jackson, Mich.

LEW LOWRY to KGO San Francisco as disc jockey.

KAY STEWART, WIP Philadelphia record room assistant, has resigned.

ART TACKER joins WCRB Waltham, Mass., as disc jockey.

CURLEY RAASCH, announcer, WOKW Sturgeon Bay, Wis., to WRCO Richland Center, Wis., as program director.

PETE MATTHEWS, staff announcer, WSAZ-AM-TV Huntington, W. Va., to WOWO Fort Wayne, Ind., in same capacity.

BERI MOORE, staff announcer and copy writer, WMOX Meridian, Miss., appointed program director at WABB Mobile, Ala.

MARION GANGE appointed production manager at WHIO-TV Dayton.

BY COLVIG, continuity acceptance editor, KECA Los Angeles, transfers to ABC there, as promotion department copy writer.

GEORGE WOOD appointed program director, KXLW St. Louis.

GEORGE LOGAN, disc jockey, WKRO Cairo, Ill., and **DWIGHT LOOK GORDON,** WINN Louisville disc jockey, to KXLW St. Louis in same capacities.

LOIS HASZILLO, Universal Recorders Inc., joins Hollywood headquarters staff, KBIG Avalon, Calif.

PAUL WEST, director of Housewives Protective League on KIRO Seattle, to KCBS San Francisco, in same capacity.

TOM McCANN, staff announcer, KJR Seattle, to KOMO that city, in same capacity. **PAUL S. MORRIS,** announcer-engineer, KING-TV Seattle, to KOMO as producer.

JAMES ORGILL, continuity director, WGAR Cleveland, named director of radio and TV films for Community Chests and Councils of America and United Defense Fund.

MIKE SILVER, announcer, WRAL-AM-FM Raleigh, N. C., to WGTM Wilson, N. C., in same capacity.

SABBY LEWIS, orchestra leader, joins WHEE Boston for daily disc jockey show.

PHIL ELLIS, announcer, WPTF Raleigh, father of girl, Karen, May 2. **JOE REAVES,** station's farm director, father of boy, John.

News • • •

BILL NIETFELD, KCBS San Francisco news director, named to advisory committee on publicity for American Assn. for United Nations Inc. in northern California.

GRANT HOLCOMB, newscaster, KNXT (TV) and CBS Radio, Hollywood, named director of news and public affairs KNXT (TV) and CBS-TV that city.

Mr. Holcomb

DON WAYNE, production manager, WHIO-TV Dayton, promoted to director of news and special events.

JOHN DENMAN, WJR Detroit newscaster, resigns to direct public relations for Rep. Charles E. Potter's (R-Mich.) campaign for U. S. Senate.

ACTOR TAX AID

Average Wage Basis Urged

REVISION of income tax laws so that talent may average earnings over a period of years will be proposed to Congress by a special Hollywood committee of attorneys and tax experts.

Headed by Jerry Geisler, president Beverly Hills Bar Assn., committee has named Gabriel Hoffenberg, movie tax expert as chairman. Other members include Loyd A. Brooks, past president Beverly Hills Bar Assn.; Ann Rosenberg, counsel for William Morris Agency; Meyer M. Willner, counsel for Friars Club.

Mr. Hoffenberg pointed out that an actor may earn $30,000 one year and only $3,000 the next. Under present laws he keeps very little of that money, whereas if allowed to average income over both years, he would retain more.

Proposed revision will be placed before Congress when it reconvenes next January.

N.Y. AWRT ELECTS

MacDonald Named President

NEW officers of New York Chapter, American Women in Radio & Television, elected Monday at chapter's annual dinner meeting in New York's Hotel Warwick, include:

Duncan MacDonald, women's director of DuMont TV Network, president; Dorothy Kemble, MBS, first vice president; Barbara Welles, WOR New York commentator, second vice president; Helen Whyte, British Information Services, secretary, and Alma Graef, MBS treasurer.

NEWS on KMBC-KFRM is TOPS...

. . . because KMBC-KFRM stays on 'top' of the NEWS!

And there is no greater value today than radio news!

KMBC-KFRM news programs are the most-listened-to newscasts in the heart of America. They enjoy their high ratings because of the reputation for accuracy and immediacy built by the KMBC-KFRM News Department.

Here is a tremendous sales potential in one of the nation's richest markets...the great Kansas City Primary trade area.

Call KMBC-KFRM or ask your nearest Free & Peters' colonel for complete details on the mighty voice of the KMBC-KFRM Team and for newscast availabilities.

KMBC of Kansas City

KFRM for Rural Kansas

• • • 6th oldest CBS Affiliate • • •

PRODUCTION GROUP

ODM Forms on Equipment

ADVISORY Committee on Production Equipment has been formed within the Office of Defense Mobilization, Dr. John R. Steelman, acting Defense Chief, announced May 16. The group was set up on recommendation of President Truman to review federal policy and make concrete suggestions for improvement to Dr. Steelman.

Heading the committee is Harold Vance, board chairman and president of Studebaker Corp. Other members include Clay Bedford, president of Chase Aircraft; Manly Fleischmann, current Defense Production Administrator, who resigns June 1; and Gen. K. B. Wolfe, former chief of Air Force procurement. Purpose of group is to weigh availability of production equipment to meet defense needs, and maintenance of capacity to produce mobilization and standby equipment.

WINS on Conventions

WINS New York, station of the Crosley Broadcasting Corp., will furnish direct coverage of both Republican and Democratic national conventions in Chicago this July, according to Harry C. Folts, general manager, who said Thursday the station thus becomes the only independent in New York—and one of the few in the country—to carry on-scene broadcasts. The station plans three hours of direct coverage per day, to be scheduled when convention agendas are announced.

JAMES BORMANN (c), news and public affairs director, WCCO Minneapolis, receives the Minneapolis Junior Chamber of Commerce award "for distinguished public and community service" from Jack Dodd (l), chamber president, and Jim Mickelson (r), public relations committee chairman of the civic group.

UN WEEK

Early Promotion Started

HELP of radio and television as well as of other advertising media was sought by the American Assn. for the United Nations in New York Wednesday for a promotion campaign for United Nations Week this fall.

The celebration, keyed to opening sessions of the General Assembly, will be held in late October with one day of the week designated as United Nations Day, Executive Director Clark M. Eichelberger explained. Media representatives at the Wednesday luncheon endorsed early planning.

IIA REALIGNS

Radio, Press Affected

REALIGNMENT of the structure of the government's International Information Administration, headed by Dr. Wilson Compton, was under way in the State Dept. last week. The reorganization involves sections of IIA's International Broadcasting Service, under which the Voice of America operates, and divisions of IIA relating to the various overseas media.

Replacement is being sought for the post of IBS chief now being held by Foy D. Kohler, who is destined for an overseas diplomatic field post sometime this summer. The plan is to bring a prominent broadcast industry official to the position, with responsibility for implementing policy on shortwave broadcasting operations.

Internal realignment calls for a split in functions now under George Herrick, IBS facilities chief. Mr. Herrick will concentrate on research, development and building. James Thompson, formerly associate chief, now heads up the Facilities Operation Division.

Inherent in the reorganization is the objective to place more emphasis on regional and local radio programming in the field.

The State Dept. also is reorganizing its media divisions under IIA. Joseph Sitrick, special assistant to Dr. Compton on press and public relations, shifts over to its International Press & Publications Service as assistant administrator to Charles Arnot, division chief. He will handle press and public relations and work with the State Dept.'s press advisory committee under Ben Hibbs, member of the U. S. Advisory Commission on Information. No successor has been chosen for Mr. Sitrick.

BINAURAL

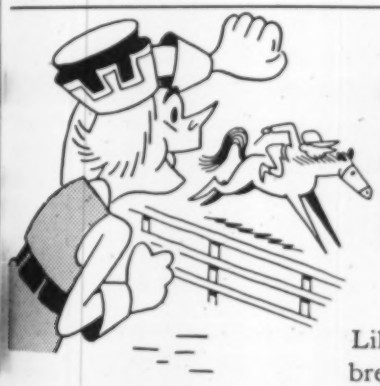
Featured at Parts Show

THE FIRST binaural or "two-eared" transmission of music on a commercial station took place in Chicago Thursday night as WGN-AM and WGNB (FM) broadcast a 55-minute show.

In cooperation with the Jensen Mfg. Co., Magnecord Inc. and Radio Craftsmen, the stations demonstrated three-dimension sound, which gives depth to music. The stations picked up the program live through two microphones, one feeding the AM circuit and the other using the FM band simultaneously.

The audience at home, in order to get the binaural effect, needed one AM set and one FM set in opposite corners of the room. The transmission thus gave them the binaural or two-eared effect, with each ear getting an impression.

Demonstration, seen by 350 persons in the Conrad Hilton Hotel, was a feature of the annual Radio Parts Show and the Audio Fair, the former taking place Monday through Thursday and the latter Friday and Saturday.



Class... Consistency... Condition

Like a fine thoroughbred, the WBNS radio audience has "the look of eagles" to sponsors. This billion-dollar market is in a *class* by itself! *Consistent* Central-Ohio listeners stay tuned to WBNS for the twenty top-rated programs. *Conditioned* to react favorably to well-placed advertising, WBNS listeners increase your odds for better results.

ASK JOHN BLAIR

WBNS RADIO PLUS WELD-FM

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS OUTLET

571,000 People with $420,267,000 *Effective buying power**

LIVE and SPEND in the GOLDEN TRIANGLE

*From Sales Management

THE ARKTEX STATIONS

KCMC AM-FM — TEXARKANA, Ark., Tex.
Oil, agriculture, manufacturing, the world's largest Army Ordnance installation produced $145 millions in retail sales to 223,200 people in 1950. They *listen* to KCMC.

KWFC — HOT SPRINGS, Ark.
Over a half million visitors come annually to this world famous resort—a bonus market besides the 138,400 resident population. $91,822,000 retail sales in 1950.

KAMD — CAMDEN, Ark.
209,400 people in this industrial and agricultural area spend over $130 millions annually retail. Sell your product over their *home* station.

One Order
One Clearance
One Billing

FOR THE FULL DETAILS WRITE

Sold Singly or in Groups

FRANK O. MYERS, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark.-Tex.

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please send ..... copies of the Final Television Allocations Report at $3.00 each.

☐ M/O, check ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

allied arts

EDWARD KANTROWITZ, assistant director of sales, named acting manager of advertising department, Emerson Radio & Phonograph Corp., N. Y. **ALBERT LEON**, assistant sales promotion manager, promoted to acting manager of that department and **ARNOLD HENDERSON**, assistant distribution manager in company's southwest territory, named assistant national sales manager.

MAX I. ALIMANSKY, manager of engineering, Distribution Transformer Dept., General Electric Co., Pittsfield, Mass., appointed to state's board of registration of professional engineers and land surveyors by Governor Paul A. Dever.

GERALD LIGHT, advertising manager, Emerson Radio & Phonograph Corp., N. Y., named director of advertising and sales promotion for CBS-Columbia Inc., N. Y.

Mr. Light

DAVID R. WILLIAMS resigns as account executive, United Television Programs, effective June 1. Future plans will be announced shortly.

SEYFFER & Co., Zurich, Switzerland, named general product representative for Allen B. DuMont Labs.

DAVEN Co., Newark, N. J., has published six page brochure containing material on precision wire wound, hermetically sealed and miniature resistors.

R. A. TROMAN appointed assistant sales manager of tower department, Blaw-Knox Co., Pittsburgh.

STANDARD RADIO TRANSCRIPTIONS Inc., signs KYUM Yuma and KSUE Susanville, Calif., as new subscribers to Standard Program Library with renewals by KTRB Modesto, Calif., and KWJB Globe, Ariz.

ARNOLD C. NYGREN elected president of Shawmut Engineering Co., Boston, following discharge from Navy as commander with Bureau of Aeronautics, Electronics Production Branch, in charge of radio and radar procurement for Naval aviation.

MONROE L. MENDELSOHN, manager of Gould, Gleiss & Benn Inc., Houston (marketing consultants), to Chicago office as account executive.

WILLIAM T. POWELL, executive vice president, Emsco Derrick & Equipment Co., Houston and L. A. (AM-FM-TV towers), elected president effective July 1, succeeding **HUGH H. GLENN**, now chairman of board of directors.

ALBERT SAUNDERS named district manager and **C. PAT WALDER** western district manager of Alliance Mfg. Co.

FREDERICK C. BROOKS, formerly with *March of Time* and *Time* magazine, named sales head for Roger Wade Productions, N. Y., producer specializing in TV commercials, slide films and full length commercial motion pictures.

DON DAVIS, Jaffe Agency, N. Y., transfers to Beverly Hills office as head of TV department. He succeeds **PAUL RADIN**, former vice-president in charge of radio-TV, who assumes similar duties with Ted Ashley Assoc. (talent agency-program packagers), in newly opened West Coast office, that city.

WILLIAM M. LINZ appointed sales representative for Ward Products Corp., headquartered in Chicago.

NEWELL CORWIN, general foreman of tube works, General Electric Co., Schenectady, to company's Scranton, Pa., plant in similar capacity.

PHILIP BEACH, advertising director, Hoffman Radio Corp., L. A., has resigned.

CHARLES CASTLE named sales manager of Distributor Div., Webster-Chicago Corp., Chicago.

CHARLES DWYER, service manager, succeeds Mr. Castle as assistant sales manager of division.

MAX LERNER, formerly with ABC legal staff, to Sesac Inc., N. Y., as house counsel.

THOMAS F. JOYCE, partner in Raymond Rosen & Co., elected president of that household speciality appliance firm as well as president of Philadelphia Appliance Service Corp. **L. P. CLARK**, vice president of Raymond Rosen Engineering Products Inc., elected president.

Mr. Joyce

EDWARD R. TAYLOR, Hotpoint Inc., to Motorola Inc., as assistant to **PAUL V. GALVIN**, president. He will coordinate sales and merchandising activities of radio-TV division.

Equipment . . .

RCA TUBE DEPT., Camden, N. J., announces availability of two new tubes: forced-air-cooled "I KW" power tetrode (RCA-6181) for UHF TV transmitters and miniature oscillator triode (RCA-6AF4) for station selectors in UHF home TV receivers.

MINNESOTA MINING & MFG. St. Paul, announces production of inch plastic reel termed No. 11 for professional magnetic record which reduces or eliminates error program timing.

DAVEN Co., Newark, N. J., announces availability of transmission measuring set, type 10B, providing greater accuracy in measurement of transmission characteristics of audio systems and their components. Unit is direct reading instrument that eliminates intricate calculations.

GENERAL CONTROL Co., Boston, announces development of Premier electronic timer capable of controlling timed operations between 60 milliseconds and 60 seconds.

SOUND SERVICES Inc., Hollywood, introducing new dual magnetic channel which records sound continuously for any length of time, as each machine overlaps other. Unit operates on AC or DC.

E. F. JOHNSON Co., Waseca, Minn., announces production of new line of nylon insulated tip jacks with breakdown rating of 11,000 volts. Nominal capacity to 1/8" panel is 2.0 mmf. Silver plated contracts, either phosphor bronze or beryllium copper, are supplied.

COMPUTER RESEARCH Corp., Hawthorne, Calif., announces development of new model MC, 100 kc Ferro-Resonant Flip Flop as replacement for vacuum tube in certain counting, amplifying and control applications. Unit features durability, economy of power, low heat dissipation of saturable reactor, greater production uniformity and lower input power.

RADIO CITY PRODUCTS Co., N. Y., announces manufacture of radio-TV tube tester and V. T. voltmeter Model 808, combination unit containing all features of Model 323 dynoptimum free point tube tester plus a cathode ray tube tester, reactivator, vacuum tube voltmeter and ohmmeter.

Technical . . .

GORDON CALCOTE, KLEE Houston, joins KBIG Avalon, Calif., as transmitter engineer.

C. F. ROTHROCK Jr., field engineer, Link Radio Corp., to John H. Poole Broadcasting Co. as UHF TV development supervisor of KM2XAZ Los Angeles.

OPERATION on a 24 hour basis was launched last week by WPAT Paterson, N. J., with emphasis on music and news. Two five-minute news broadcasts will be aired each hour.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

MAY 26, 1952

TELECASTING

"BROADWAY TV THEATRE" on channel 9 is the No. 1 dramatic show on New York Television

- delivering 32.3% of the video families in the New York area!*
- reaching *more* families at a *lower cost-per-thousand* than the top rated dramatic shows offered by any other station in New York.
- giving its sponsors — R. J. Reynolds for Cavalier cigarettes and the General Tire and Rubber Company — an audience of 918,000 families in America's richest market.

*Special Pulse Survey

MON. THRU FRI. 7:30 to 9 PM

"BROADWAY TV THEATRE"
A WARREN WADE PRODUCTION

Full-length, original Broadway hits . . . live, complete . . . each night for one week.

YOUR TICKET TO SALES

WOR-tv channel 9
1440 BROADWAY, NEW YORK.
LOngacre 4-8000

in our 7th year

Destry will ride tonight—positively

NO QUESTION, the show will go on—tonight—and every night . . . go on with all the blood-and-thunder that distinguishes the new-day Western—a stellar example of work inspired by modern technics, equipment, and materials.

Here, too, is a stellar example of the way the Eastman Kodak Company functions through the Eastman Technical Service for Motion Picture Film.

For, in addition to aiding studio and laboratory in film selection and processing, representatives collaborate with television stations, advertising agencies, and advertisers in helping solve problems of projection—help check film and equipment . . . make light measurements, determine proper levels . . . all to help assure good showings, black-and-white or color.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry from all members of the industry. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

(*at left*) BOMAR LOWRANCE
(*at right*) FREEMAN R. JONES

NBC Spot Sales in 11 Southern States:

BOMAR LOWRANCE & ASSOCIATES, INC.
Charlotte, N. C. & Atlanta, Ga.

In recognition of the South's growing importance as the home of leading national advertisers and their advertising agencies, NBC Spot Sales is pleased to announce the appointment of Bomar Lowrance & Associates as its southern representatives:

Now the 15 major market radio and television stations represented by NBC Spot Sales can give advertisers and agency clients down in Dixie even more effective service than they have enjoyed in the past.

Bomar Lowrance, formerly Commercial Manager of WSOC in Charlotte, and his associate, Freeman R. Jones will provide top flight, close-to-home representation for NBC Spot Sales in the states of Virginia, North and South Carolina, Tennessee, Kentucky, Georgia, Florida, Alabama, Mississippi, Louisiana, and Texas. Mr. Lowrance is located at Charlotte, N. C. and Freeman Jones heads their Atlanta office. Messrs. Lowrance and Jones will have at their fingertips the same wealth of market, station, program, rating, and availability information for which America's foremost advertisers and agencies have learned to depend upon NBC Spot Sales.

For the fastest and most dependable information . . . for the most intelligent and resourceful recommendations as to how Spot Radio and Spot TV can sell for you in the nation's major markets, call, write, or wire . . . *your NBC Spot Sales representative in the South:*

BOMAR LOWRANCE & ASSOCIATES, INC.

513 South Tryon Street
Charlotte, North Carolina
Phone: Charlotte 6-6581 — 6582

774 Spring Street, N. W.
Atlanta, Georgia
Phone: ELgin 5891

NBC SPOT SALES
representing

RADIO STATIONS

WNBC	New York
WMAQ	Chicago
WTAM	Cleveland
WRC	Washington
KOA	Denver
KNBC	San Francisco
WGY	Schenectady-Albany-Troy

TV STATIONS

WNBT	New York
WNBQ	Chicago
KNBH	Hollywood
WPTZ	Philadelphia
WBZ-TV	Boston
WNBK	Cleveland
WNBW	Washington
WRGB	Schenectady-Albany-Troy

Offices in:

NEW YORK CHICAGO CLEVELAND DENVER HOLLYWOOD CHARLOTTE ATLANTA SAN FRANCISCO WASHINGTON

THE "FIFTH ALARM"

The early morning call was from Lebanon, Pennsylvania. And, the voice on the phone said, "It's a four alarmer . . ." That was enough for the WGAL-TV newsroom where the **"Fifth Alarm"** was sounded. Reporters were alerted for on-the-scene coverage. A camera crew took off by airplane in order to furnish the kind of news coverage which WGAL-TV viewers have come to expect. The "four alarmer" proved to be the biggest fire in the history of the City of Lebanon. At nightfall, when it was brought under control, the fire had gutted a block-long area in the center of the city. Finis was written to the story when the Mayor of Lebanon appeared before WGAL-TV's cameras to report fully on the disaster.

WGAL-TV
Lancaster
Pennsylvania
A Steinman Station
Clair R. McCollough, *Pres.*

Represented by

ROBERT MEEKER ASSOCIATES

New York **Chicago** **San Francisco** **Los Angeles**

TELECASTING

MAY 26, 1952

TV PRIORITY LIST

Sixth Report Conflict Mounts

AS CONFLICT continued to mount last week over the FCC's Sixth Report and Order lifting the 3½ year old TV freeze, the Commission made known to new station aspirants their prospective positions on the "temporary" processing lines set forth in the final allocation report [B•T, April 14, et seq.].

FCC on Thursday issued its lists of cities grouped in accordance with the priorities of the temporary processing procedure (see listings, this page). The separate city lists correspond to the application priority groupings (i.e., Group A-2 —Bids for new TV stations on channels in cities 40 or more miles from existing stations; Group B-1 —Bids for new outlets in cities less than 40 miles from an existing station and to which only UHF channels are assigned).

In effect, the listings mean that first attention will be given applications for cities with the greatest population and/or having the least available existing service. UHF is favored over VHF.

Other Considerations

First attention in processing, however, doesn't mean first grants, observers were quick to point out after the lists were issued. Competitive hearings, particularly for VHF channels, will plague most major markets for a long time, they reminded, also noting additional delays that will ensue as unsuccessful applicants appeal their cases in the courts.

(Hopes for additional hearing examiner teams to handle the workload were expressed on Capitol Hill last week. See story, page 88.)

Controversy over the Sixth Report took form in these developments last week:

● Comr. Robert F. Jones, who dissented sharply from the majority opinion responsible for the Sixth Report's adoption, extended his verbal dissent on two more fronts: On Tuesday, before the Pittsburgh Radio and Television Club and Ad Club, and on Thursday, in Washington, before a luncheon meeting of the Federal Communications Bar Assn.

● WHPE High Point, N. C., petitioned FCC to revise its final report to delete VHF Channel 6 from Beckley, W. Va., and assign it to High Point. WHPE contends High Point merits the same consideration of greater economic importance and population as FCC employed to remove VHF Channel 3 from Blytheville, Ark., to Memphis.

● Westinghouse Radio Stations Inc. was reported planning to file this week a petition contesting the soundness of the temporary processing procedure and challenging the UHF "priority" philosophy.

● Several other sources indicated protests of specific city allocations in the Sixth Report are in preparation, with petitions for reconsideration of the Lafayette, La., and Braddock, Pa., allocations expected this week.

Comr. Jones on Tuesday translated his dissent to the Sixth Report into the dialect of Pittsburgh, a one-station city now assigned VHF Channels 2, 11 and 13 and UHF Channels 16, 47 and 53. Channel 13 is reserved for noncommercial, educational use. WDTV (TV) there, now on Channel 3, must switch to Channel 2 under provisions of Sixth Report.

Dissenter Jones told his Pittsburgh audience, meeting at the Hotel William Penn, that with good luck their city may have a second TV outlet in about five years. He contended Pittsburgh was "sold down the river" in the final allocation. To "recoup" the loss, local civic resources will have to "marshal their combined forces," he indicated.

Explaining that in FCC's processing list of 1,272 cities Pittsburgh ranks 1,237th, Comr. Jones said every city in Pennsylvania would be processed before Pittsburgh according to the temporary processing procedure and the priority system on which the city listings are made. He predicted long delays as well because of competitive hearings and court appeals.

Comr. Jones observed that should Washington, Pa., receive a grant first, the effect would be to put Pittsburgh into 1,267th place on the list, moving it back from its present position in the Group B-4 cities (single existing station) into Group B-5 (two available services).

Charging "arbitrary action" on the part of the Commission by refusing to grant VHF Channel 4 to Pittsburgh. Comr. Jones contended no Grade A service interference would occur between Channel 4 at Pittsburgh (using 1,000 ft. antenna and 56 kw instead of 100 kw max-

(Continued on page 86)

List of City Priorities Under Temporary Processing Procedure

THE FOLLOWING appendices contain lists of the cities appearing in the table of channel assignments of FCC's Sixth Report, arranged in the order in which applications for new TV stations will be processed under the temporary processing procedure adopted in the Sixth Report as footnote 10 to Sec. 1.371 of the Commission's rules [B•T, April 14].

This preliminary list shows the name of the city, the 1950 population as reported by the Bureau of the Census, the distance to the nearest operating television station, the number of TV services available (stations less than 40 miles away) and the number of local TV outlets where appropriate.

FCC explained the distance "40 or more miles from the nearest operating television station" was considered a reasonable figure for processing purposes "and is not to be construed as an engineering determination of the normal reception range" of TV stations. The distance figures shown in the lists were scaled from suitable maps, FCC explained, except that in cases where the scaled distances fell between 38 and 42 miles the actual distance was computed on that basis of geographic coordinates in accordance with Sec. 3.611 of the rules.

The Commission said every effort has been used to make the lists accurate but interested parties detecting errors "are invited" to bring them to the attention of the Chief of the Broadcast Bureau before July 1.

As soon after July 1 "as is practicable, the Commission will republish the lists of cities and indicate thereon those cities for which applications for new television stations have been received. This list will be revised and republished periodically in order that the general public and other interested parties may be kept informed of the progress of the respective processing lines."

FCC further noted that cities in the territories and U. S. possessions, as well as cities in the U. S. in which the single channel assignment is reserved for noncommercial educational use, are not included in the lists. Separate provisions for early processing of these applications are provided in the temporary processing procedure.

Similarly, those cities are excluded wherein all channels are assigned to existing stations and there are no additional channels available for authorization.

The temporary processing procedure composes four principal application groups with several subgroups. In order, they indicate processing priority. Groups are:

Group A-1—Applications of 30 operating stations required to change channels in the Sixth Report. They will be processed promptly after June 2, effective date of Subpart E of Part 3 of rules, but grants must wait until after July 1. This group is not in city lists below.

Group A-2—Applications for new stations in cities 40 or more miles from any existing station. This is first city list below.

Group B-1—Bids for new stations in cities less than 40 miles from existing station and to which only UHF channels are assigned.

Group B-2—Bids for cities in which one or more stations are operating, all VHF channels have been authorized (except educational) and only UHF channels are available.

Group B-3—Bids for cities having no operating stations and located less than 40 miles from not more than one operating station.

Group B-4—Bids for cities with only one operating station and located 40 or more miles from any other station.

Group B-5—Bids for cities less than 40 miles from two or more operating stations.

Group C (Not in city list)—(1) Bids to modify permits granted on and after July 1. (2) Petitions for reconsideration of actions on Group A-2 and Group B applications. (3) Petitions for waiver of hearings on such applications.

Group D (Not in city list)—Applications for changes in existing facilities, licenses and requests for special temporary authority.

Group A-2 bids and Group B applications will be processed concurrently, FCC explained, with priorities within each group governing. Group C bids will be processed after July 1 in order received. No action is expected on

(Continued on page 92)

XUM

BMI TV CLINICS

Dissect All Phases of Local Operation

JUST about all phases of local television production—from building a studio to filming home news—were examined for some 146 broadcasters who attended the Broadcast Music Inc. TV clinic held in New York Monday and Tuesday.

The same general format was followed at the BMI clinic held last Thursday and Friday in Chicago, with many of the principal speakers participating in both sessions.

The two-day meeting in New York's Waldorf-Astoria Hotel, got down to local problems Monday morning when Robert D. Swezey, executive vice president of WDSU-TV New Orleans, heavily emphasized local programming in his talk, "Every Town a Show Town, U.S.A.—Yeah?"

Noting that even if talent and materials for network-quality programs were available in every community, Mr. Swezey said that the average TV outlet nevertheless does not have the facilities for "big time" production; his station, he said, has thus stressed local programming as a supplement to network and film production and has never attempted to compete with network fare.

To provide shows at the local level successfully, he advised doing "the natural thing" while keeping an eye on limiting expenses. Don't go overboard on expenses, he advised; it's soundness that counts, not elaborateness. Reminding his audience that talent wears out faster in television than in radio, he urged that production talent needed encouragement, too, to avoid staleness or laziness.

The most necessary requirement for good operation, in terms of physical facilities, is lateral space, according to Charles F. Holden, assistant national director of television for ABC, who also spoke Monday. "Get everything on one level," he advised. "In some instances, lack of space in itself can keep production budgets low: A [small] studio . . . automatically rules out the possibility of big, costly productions." He endorsed buying standard equipment and, in building a studio, choosing an outlying site where taxes will remain low.

Bennett Larsen, vice president and general manager of WPIX (TV) New York, spoke of the variant costs of film throughout the country and the different interests of people in their choice of films. He endorsed the current practice among advertisers of buying their own properties and reselling them to television.

First speaker Monday afternoon, after a luncheon presided over by BMI President Carl Haverlin, was Roger Clipp, manager of WFIL-TV Philadelphia, who spoke on newsreel operation. Through the actuality of sight and sound, television news eliminates the middleman—the reporter or professional observer—and provides immediate public information, he said. With advance knowledge of where and when news is happening, television out-performs all other means of communication in bringing news to the public, he added. For local film coverage, he suggested the services of a commercial photographer as "by all odds more practical" than maintaining a newsreel unit.

Television must wake up immediately and make lots of noise regarding promotion of programs, even if that means employing competitive media, Ted Cott, vice president of WNBT (TV) New York, said in his speech, "You May Be Seen—You've Got To Be Heard." His own station promoted its programs, he said, by telling viewers what its immediate schedule was and then reaching for non-viewers through billboards, magazines, newspapers, and park public address systems.

Speaking on low-cost music and participation shows versus film, Ralph L. Burgin, program director of WNBW (TV) Washington, said that there are many hours in the broadcast day when low-cost, high-profit programs—for community service, religious groups, or educational organizations—could be scheduled. Answers to low-cost programming uncovered in WNBW's experiments indicate, he said, that the ideal program should "be specialized in character but broad in appeal." The program should be a strip, if at all possible, he advised, suggesting that "as in television as in the grocery store, they're 'cheaper by the dozen.'"

Opening speaker at Tuesday morning's session was Joel Chaseman, director of public service and publicity, WAAM (TV) Baltimore, who explained that his station has sought public service programming guidance from a permanent council of responsible citizens, to be consulted individually or collectively. "I cannot overstate the value of such a group—in prestige, in good will, in downright practical programming suggestions, as a barometer of the community, and as an access to important groups in the city," Mr. Chaseman said.

He also suggested that, in doing public service, station managers make sure everybody possible knows about it. His station has invited studio audiences, conducted studio tours, produced special shows, scheduled thousands of free announcements, and occasionally furnished slides, artwork, studio facilities and talent to outside groups.

"The first factor in low-cost programming," A. Donovan Faust, assistant general manager of WDTV (TV) Pittsburgh, said, "is that the station manager must plan his operation in light of the facilities available." Second factor is to determine the potential of prospective sponsors. The result will be that the manager knows immediately whether to sell his program in across-the-board strips, as a complete single show, as units in a segmatized show or on a participating basis.

The most important single factor, however, is a good budget, one which allows enough money to permit doing the job well, but one that is administered by all department heads and carried through to each individual program. Consistent earners among his station's low-cost programs have turned out to be women's shopping shows, kitchen programs and audience participation shows.

Philip G. Lasky, general manager of KPIX (TV) San Francisco, spoke on plant planning and remodeling and suggested that plans for building a TV station should be made "right in your own house—by television people themselves." After top management decisions

(Continued on page 84)

ON DAIS at BMI TV Clinic in New York are (l to r) Carl Haverlin, BMI president; Blanche Ravisse, WPIX (TV) New York; Theodore C. Streibert, WOR-AM-FM-TV New York president; Sydney M. Kaye, BMI vice chairman.

* * *

BIGGER AD BUDGETS FINANCE TV

Reports Magazine Advertising Bureau Analysis

WHERE'S the money coming from to finance expanded television network advertising?

According to the Magazine Advertising Bureau, part of the money comes from a diversion of funds formerly appropriated to other media, but more of it comes from enlarged advertising budgets.

The Bureau last week released an analysis of spending in various media by 183 advertiser who spent $25,000 or more each in network television during the last six months of 1951. Their spending in network television increased 194.9% in that period as compared with the last six months of 1950. But their investments in network radio were off 5.2% and in Sunday newspaper supplements off 25.2%. Their magazine expenditures rose slightly—.5%. No other media expenditures were reported in the study.

Here's the way the expenditures of these 183 advertisers broke down:

	Last 6 Mos. 1951	Last 6 Mos. 1950	Per Cent Change
Network TV	$72,265,510	$24,505,831	+194.9
Network Radio	65,748,022	69,367,391	— 5.2
Magazines	86,694,657	86,300,692	+ 0.5
Sunday Newspaper Supplements	15,019,564	20,083,096	— 25.2
Total	$239,727,753	$200,257,010	+ 19.7

Put another way—in terms of the number of TV network advertisers increasing or decreasing their spending in the other three media—the results were about the same.

Here's the way the 183 network television advertisers appropriated money to magazines, network radio and Sunday supplements in the last half of 1951 as compared with the last half of 1950:

	Total Users of Media	Increases (Per Cent)	Decreases (Per Cent)
Magazines	162	90 or 55.6	72 or 44.4
Network Radio	91	39 or 42.9	52 or 57.1
Sunday Supplements	117	47 or 40.2	70 or 59.8

The Magazine Advertising Bureau also analyzed the arrivals and departures in network television sponsorship. In January and February, 1951, there were 131 advertisers spending at least $20,000 in network TV. Of these 33 were missing from the TV network sponsor lists in January and February, 1952, but 54 others had entered network TV in the meantime, meaning a net gain of 21 TV network sponsors spending $20,000 or more in these two months of 1952, compared with this same period of 1951.

What happened to the 33 who left network television is not explained by the MAB, although presumably at least some turned to spot TV.

television applications

Digest of Those Filed With FCC May 15 through May 22

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total*
Applications filed since April 14	21	10	32

* One applicant did not specify channel number.

Listed by States

WEST PALM BEACH, Fla.—WIRK-TV Inc., Ch. 12 (204-210 mc); antenna height above average terrain 274 ft., above ground 297 ft. Estimated construction cost $137,023, first year operating cost $120,000, revenue $135,000. Studio and transmitter location on Flagler Ave., north of Lakeview Drive, 26° 42' 22" N. Lat., 80° 02' 59" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Frank U. Fletcher. Consulting engineer Vandivere, Cohen & Wearn. Principals include President **Joseph S. Field Jr.** (33⅓%), 51% owner of WIRK West Palm Beach; Vice President **Warren H. Brewster** (33⅓%), owner of cattle ranch, Jupiter, Fla., ⅓ owner of Carpenter Hotel, Manchester, N. H., and owner of 29% interest in WLNH Laconia, N. H., until 1949 and sole owner of WEAT Lake Worth, Fla., until 1950, and Secretary **Arthur M. Shandloff** (33⅓%), president and 80% owner of Star Construction Co., Miami, and secretary-treasurer and 49% owner of WIRK.

† ATLANTIC CITY, N. J.—Neptune Bcstg. Corp., Ch. 46 (662-668 mc), ERP 19.5 kw visual; antenna height above average terrain 426 ft., above ground 448 ft. Estimated construction cost $152,700, first year operating cost $125,000, revenue $140,000. Studio location Steel Pier, Atlantic City. Transmitter location Murray and Ohio Aves., 39° 22' 33" N. Lat., 74° 27' 10" W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WFPG-AM-FM Atlantic City. Principals include: Chairman of the Board **Jack N. Berkman** (10%), attorney in Steubenville, Ohio, and owner of minority interest in WSTV Steubenville, WPIT Pittsburgh and WBMS Boston; President **Fred Weber** (30%), executive vice president of WBMS; Executive Vice President **John J. Laux** (10%), executive vice president of WSTV WPIT WBMS and owner of WJJL Niagara Falls, N. Y.; Vice President **Louis Berkman** (10%), president of Louis Berkman Co. (steel brokers, mfrs. and fabricators) and owner of minority interest in WSTV WPIT and WBMS; Vice President **Myer Wiesenthal** (10%), owner of Sample Furniture Co., Steubenville, and owner of minority interest in WPIT and WBMS; Treasurer **Richard Teitlebaum** (10%), former owner of ladies ready-to-wear shop and owner of minority interest in WSTV WPIT and WBMS; **Allen H. Berkman** (10%), attorney in Pittsburgh and owner of minority interest in WSTV WPIT WBMS and WJPA Washington, Pa.; **Helen Teitlebaum** (10%), minority owner of WPIT and WBMS, and **Richard Teitlebaum** (10%), assistant treasurer for Loveman, Berger & Teitlebaum Department Store, Nashville, Tenn., and minority owner of WPIT and WBMS.

† YOUNGSTOWN, Ohio—The Vindicator Printing Co., UHF Ch. 73 (824-830 mc), ERP 201.4 kw visual; antenna height above average terrain 956 ft., above ground 1,000 ft. [This is modification of amendment to application already on file; see B•T, May 19].

† LAWTON, Okla.—Oklahoma Quality Bcstg. Co., Ch. 7 (174-180 mc), ERP 9.73 kw visual; antenna height above average terrain 541 ft., above ground 520 ft. Estimated construction cost $175,000, first year operating cost $78,000, revenue $90,000. Studio and transmitter location four miles East of Lawton, 35° 35' 31" N. Lat., 98° 19' 08" W. Long. Transmitter RCA, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer William D. Buford, Lawton, Okla. Applicant is licensee of KSWO Lawton. Partners include **R. H. Drewry** (50%), owner of M & D Finance Co. and 45% owner of KRHD Duncan, Okla.; **T. R. Warkentin** (16%), partner in S. W. Stationery, Lawton, and 14% owner of KRHD; **R. P. Scott** (16%), partner in S. W. Stationery, Lawton, and 14% owner of KRHD; **J. R. Montgomery** (16%), president of City National Bank, Lawton, and 14% owner of KRHD, and **Dr. G. G. Downing, M.D.** (4%), 3% owner of KRHD.

PETERSBURG, Va.—Southside Virginia Bcstg. Corp., Ch. 8 (180-186 mc), ERP 27.8 kw visual; antenna height above average terrain 399 ft., above ground 457 ft. Estimated construction cost $248,283, first year operating cost $200,000, revenue $175,000. Studio location 112 W. Tabb St., Petersburg. Transmitter location four miles North of Petersburg on U. S. Hwy. #1, 37° 17' 43" N. Lat., 77° 24' 46" W. Long. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WSSV Petersburg, Va. Principal stockholder is President **Louis H. Peterson** (95%), owner of WNOR Norfolk, Va., and owner of Peterson Adv. Agency (outdoor advertising), Petersburg. (**Mary Peterson**, his wife, owns remaining 5% of WSSV.)

VIDEO CHANNELS

Four Applications Filed

NUMBER of new and amended television station applications filed with the FCC since April 14 was raised to 23 last week with total of four more requests for stations rendered.

WFMJ-AM-FM Youngstown, Ohio, which had filed an amended application seeking UHF Channel 73 [B•T, May 19], filed a modification to its request. It decided to ask for UHF Channel 73, instead, and filed new engineering data with the Commission. Chief Engineer Frank A. Dieringer said the decision to change channels was made to permit the use of a proposed site on Mabel Street in Youngstown. The station will cost nearly a million dollars, will have a 1,000 ft. antenna and an ERP of 201 kw visual.

Other applications came from West Palm Beach, Fla., Atlantic City, N. J., Lawton, Okla., and Petersburg, Va.

Southern Enterprises, Montgomery, Ala., headed by Dr. J. Randolph Penton Jr., physician, plans to amend its television application to request UHF Channel 20, it was announced last week. The company says coverage will be within a 25-mile radius with 115 kw ERP. Antenna height will be 480 ft. Woodley C. Campbell, Montgomery attorney and one of nine business and professional men associated with Dr. Penton, said there are three applications for the VHF channels in Montgomery. Since there is still another UHF channel, Mr. Campbell said the group expects to get a grant within a year—unless someone else decides to file for Channel 20. Cost of the station is estimated at $326,000.

PRO GRID GAMES

Atlantic, Miller Buy TV

ATLANTIC Refining Co., Philadelphia, which cancelled its schedule of college football broadcasts because of the NCAA ban [B•T, May 19], has joined with Miller Brewing Co., Milwaukee, to buy 1952 TV coverage of three National Professional Football League team schedules.

The contract calls for DuMont network telecasts of 52 league games involving the New York Giants, Philadelphia Eagles and Pittsburgh Steelers, plus full radio coverage by the same firms.

The schedule provides for telecasts of all 12 Giants games on seven network stations and six road games by the eighth, WABD (TV) New York, which with Newark, N. J., are to be blacked out for home contests. Six road games of the Eagles are to be carried by WFIL-TV Philadelphia, WDEL-TV Wilmington, Del. and WGAL-TV Lancaster, Pa. Steelers' six-game schedule is slated for WDTV (TV) Pittsburgh and WJAC-TV Johnstown, Pa.

Stations in Binghamton, Boston, Providence, New Haven, Schenectady, Syracuse and Utica will carry the entire Giants' slate and championship games under the "blackout" policy instituted by the league last fall.

Contract was signed in Philadelphia last week by representatives of the sponsors, their agencies, the three clubs and NPFL Comr. Bert Bell. Negotiations were handled for Atlantic by N. W. Ayer & Son, Philadelphia, and for Miller by Mathisson & Assoc. Inc., Milwaukee.

WREATH of vegetables was presented by Ted Bergmann (l), DuMont Television Network sales director, to Richard E. Jones, newly-appointed manager of DTN's key station, WABD (TV) New York. Occasion was the official separation of DTN's sales departments into local and network operations, with Mr. Jones heading the local division and Mr. Bergmann continuing as network sales chief [B•T, May 12.]

GIANTS' CLAIM

TV Cut Advance Sales 40%

LIVE telecasts were a "great influence" leading to a nearly 40% drop in advance reserved seat ticket sales for its home football games from 1946 through 1950, the New York Giants professional football club charged last Wednesday. It steered away, however, from any "complete indictment of television."

This claim was recited by John V. Mara, Giants president, in an answer to the government's anti-trust suit against the National Professional Football League and its member teams. It was filed in U. S. District Court at Philadelphia just prior to the May 21 deadline for replies to the suit.

The suit, filed by the Dept. of Justice, charges NPFL's action in limiting live telecasts of its games last fall violated the Sherman Anti-Trust Act. Federal Judge Allan K. Grim set a hearing for June 16.

Despite the government's complaint that the football "blackout" violates the law, three NPFL teams — including the Giants — completed television contracts under which all 1952 home games of each club would be blacked out in local areas (see adjoining story).

In his answer Mr. Mara explained that as the number of video receivers increased in the New York area from 1946 to 1950, the sale of reserved seats declined. In the first year, he said, there were 30,000 TV sets and advance seat sales reached 91.5% of all reserved seats. Other data: 1947, 87.5%; 1948, 86%; 1949, 73%, and 1950, 52.5%. Figures for 1951 were not made available.

The answer said in part:

We recognize that these figures in themselves do not necessarily constitute any complete indictment of television as the sole factor affecting the economics of our business.

However, it has to be recognized that television was more than a straw in the wind, and was a new and powerful . . . influence on attendance.

One of the biggest decisions that prospective telecasters must make is where to hang their TV broadcasting antennas. The selection of antenna sites is difficult enough if governed only by economic and technical considerations, but in recent weeks it has become additionally complicated by another factor. Aircraft interests, fearfully envisioning forests of high towers rising all over the country, intend to have a say in where towers are put. One solution to the problem is multiple operation from a single tower, like the Empire State Building TV complex in New York. Here's a detailed explanation of the planning and installation of the five-station Empire State tower, as told by the attorney who negotiated the whole arrangement. Mr. Ruddock is a partner in the law firm of Cadwalader, Wickersham & Taft, counsel for the Empire State Bldg. He also represented the five stations in their relations with RCA, which built the equipment, and B. Eichwald & Co., the electrical contractors.

ANTENNA LOCATION

—The Big Decision Facing Telecasters

By MALCOLM I. RUDDOCK

PROBLEM number one for every television station is to have as distant a horizon as possible.

Within the past year a dramatic change in the skyline of New York City has been brought about solely as an answer to that problem. A new 222-foot-tall multiple television tower has been erected on top of the Empire State Building, the world's tallest, and by last Dec. 14 five of the major TV stations, including all the network outlets, were broadcasting from it.

Five high-power transmitters were installed in the upper floors of the building, and power lines, de-icing equipment and more than 75 separate broadcasting screens were installed on the tower.

The compelling reasons that led these five New York stations to cooperate in establishing a joint tower location should exist in any city which has been allocated five or more TV stations by the FCC. In all such cities one of the stations has been reserved for non-commercial, educational television while the other four or more are for commercial use.

Joint Locations in Use

Until last April 14 the only cities in the country which had been allocated as many as five TV stations were New York with six and Los Angeles with seven. In each of these cities, significantly enough, there has already been joint exploitation and use of the highest and best transmitter location. In New York City the multiple TV tower was erected on the top of the Empire State Building, with a maximum height of 1,445 feet above the average terrain. In Los Angeles all seven stations have located antennas adjacent to each other on Mt. Wilson with a height above the average terrain varying from 2,345 feet to 3,100 feet.

In the new station allocations announced on April 14, a total of *50 cities* in the continental United States are allocated five or more TV stations. In the great majority of these cities, there is no convenient mountain, such as Mt. Wilson in Los Angeles, on which to erect separate small antenna poles or towers on a great natural elevation. Therefore, in most of these cities each of the five or more station antennas must be held high in the air on a man-made structure. In each case it is probable that an elevation of at least 1,000 feet above the average terrain will be desired. Shall five such towers be built in every city? If, as estimated by WTMJ-TV in Milwaukee, a 1,000 foot tower will cost $292,000 without antennas and equipment, the total cost of five antennas in one moderate sized city, each duplicating this basic expense, would intolerably burden the development of the best television service. Furthermore, in most cities there probably are not as many as five satisfactory locations.

(A list of cities to which five or more TV channels have been allocated begins at the right.)

In all of these cities, as stations are authorized and built, the competitive cycle which has about run its course in New York City and Los Angeles will come into play and will force each of these stations to struggle to have as high and as central an antenna location as any competitor.

This struggle will be greatly enhanced by the fact that the FCC in its April 14 report also removed the power limitation formerly associated with antenna heights in excess of 500 feet.

Under the new rules, full power is authorized with antennas up to 1,000 feet in height in the northeastern part of the United States (where population is denser and cities closer together) and up to 2,000 feet in the rest of the country. Consequently, an added incentive is given for taller antennas.

The Commission in its report also discussed recommendations it had received to make the use of common antenna sites mandatory. By "common antenna site," of course, is meant the multiple use of a single location as has been done in New York City. After reaffirming the existing Commission rule that a license will not be granted or renewed to any TV station which monopolizes or retains the exclusive use of a market's superior antenna location, it states:

While we encourage licensees to use common antennas where possible, we believe that we should not impose such a requirement without further exploration of the problems which might arise from such a rule.

It would seem likely that in at least some other communities, telecasters will be considering multiple antenna operation. The experience of WABD (TV), WCBS-TV, WJZ-TV, WNBT (TV) and WPIX (TV) New York in this regard may be interesting to those considering similar undertakings.

The New York venture dram-

(Continued on page 101)

Following is a tabulation of 50 cities to which the FCC has allocated five or more TV channels. Existing stations and antenna heights are shown, and notations made as to the heights of taller existing buildings in cities having buildings more than 300 feet tall.

City	Present No. of TV Stations	Total allocated in April 14th Report	Heights of existing antennas above average terrain
Birmingham, Ala.	2	5	750 and 875 ft.
Note: Antennas located on Red Mt. and Red Top Mt.			
Little Rock, Ark.	None	5	None
Fresno, Calif.	None	5	None
Los Angeles	7	10	2,345 to 3,100 ft.
Note: All antennas located on Mt. Wilson			
Sacramento	None	5	None
San Diego	1	7	710 ft.
Note: Antenna located on Mt. Soledad			
San Francisco	3	10	540, 1,100, and 1,325 ft.
Note: Present antennas are located on Mt. Sutro, San Bruno Mt., and Mark Hopkins Hotel. The tallest buildings in the city are the Russ Bldg. (408 ft.) and the Shell Bldg. (380 ft.), but the hilly terrain of the city may completely negate any height advantage of a particular building in considering height above average terrain.			
Denver	None	7	None
Note: The tallest building is Daniels & Fisher Tower (330 ft.)			
Pueblo, Colo.	None	5	None
Washington, D. C.	4	6	330, 460, 515, 587 ft.

(Continued on page 99)

THE DAY

a City Stood Still *

WTVJ CHANNEL -4-

* On the evening of May 5th, 825,000 South Floridians had the opportunity to view presidential timber — **Candidates Russell and Kefauver** were going to debate the issues of the Nation on WTVJ, Florida's First TV Station — All that day tension mounted — TV sets were checked — The verbal battle of the century was on deck — For some 75 minutes two presidential aspirants told the people in WTVJ's coverage why they should carry the Democratic standards. People watched and listened, This was democracy in action. The next day was their day.

PRIMARY DAY. VOX POPULI!

With their finger on the pulse of the people, **WTVJ** programs what SOUTH FLORIDA wants to see and hear.

ANOTHER REASON WTVJ IS YOUR BEST BUY IN SOUTH FLORIDA!

Florida's First TELEVISION STATION

NATIONAL ASSOCIATION RADIO NEWS DIRECTORS
DISTINGUISHED ACHIEVEMENT AWARD • 1951
WTVJ

MIAMI, FLORIDA

COPYR'T 1952 — MEDIA, INC.

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego's
ELECTRIC SALES
in 1951
were
21%
HIGHER
Than 1950
. . . another
evidence of
the tremendous
population
growth and
high level of
industrial
production.

Wise Buyers
Buy-
KFMB
For
More
Business!

KFMB-TV
Channel 8
KFMB-AM
5.50 - K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

BMI TV Clinics

(Continued from page 80)

about size and location of studios—based on the station's program ambitions—the people who are working on the programs should be the ones to suggest plan requirements.

Lack of acceptance in the minds of the advertisers is the major obstacle that all broadcast media have today, Paul Adanti, vice president and general manager of WHEN (TV) Syracuse, observed. Whereas newspapers, magazines and billboards have advertiser acceptance, broadcast media are not generally regarded as "must-buy media" he said, indicating that the problem is long range and will have to be overcome gradually. Advertiser confidence will have to be built up, not only through the sponsor's own long-term experience in television, but also through the broadcaster's making certain that the vehicle and sales message used by that advertiser are the most effective possible.

Predicting that people will gain more knowledge of world events through television than ever before, A. A. Schechter, general executive of the NBC-TV network, urged his audience to "wake people up with TV." Basing his anal!ysis of news programming on NBC-TV's two-hour *Today*, he explained that the morning program gives immediately what people in small communities, otherwise dependent on local papers only, sometimes wait hours for: first-hand world news.

Chairmen of the half-day sessions were Theodore C. Streibert, president of WOR-TV New York, Monday morning; Mr. Lasky, Monday afternoon; Mr. Swezey, Tuesday morning, and Craig Lawrence, general manager of WCBS-TV New York, substituting for Hubbell Robinson Jr., vice president of CBS-TV, Tuesday afternoon.

In the open forum following the close of the clinic, Gaines Kelley, WMFY-TV Greensboro, N. C., moved that a vote of thanks be given BMI for its sponsorship of the sessions which were arranged through the New York planning committee: Mr. Clipp, Mr. Larsen, Dick Pack of WNBT, Jerry Lyons, WABD (TV), Hal Hough of WJZ-TV, Mr. Holden and Dick Doan and Mr. Lawrence of WCBS-TV.

At Chicago Sessions

Those attending the Chicago clinic in the Palmer House were told how WTMJ-TV Milwaukee saved $96,000 last year because it wrote separate contracts for talent and production charges and for time costs. Walter Damm, vice president in charge of radio for the Journal Co. and general manager of WTMJ-AM-TV, gave this report.

All TV costs he said, citing BMI, ASCAP and film fees, are predicated on time charges, and these additional costs for such services will go up if the basic time charge includes allowance for such extras as rehearsal, talent, music fees, cameras and the like. A more honest basis is for time to be separated from any other charges in the basic rate, he said. Mr. Damm also recommended to future TV managers that they eliminate local rates, charging only spot and network. WTMJ-TV charges $800 per hour on a spot basis, $1,150 for the network.

Mr. Damm has also eliminated the discount structure used in radio saying "you don't have to do it in TV." The differential between spot and network, with higher rates for the latter, establishes the principle that the advertiser is paying for coaxial charges, he said.

Other recommendations: Stay away from downtown congested areas; split your radio and TV sales forces; operate TV on one floor; allow as much storage space as studio room; build high doors and use dollies; own your own shows and use regular staff members, and slot participations into local shows.

Also appearing at the first of the two-day session was Mr. Swezey, who again spoke on "Every Town a Showtown, USA—Yeah?" [see New York report page 80].

More than 120 station executives from the Midwest attended the Thursday and Friday meetings. The Thursday session was opened by BMI President Haverlin, who introduced the chairman of the clinic, Mr. Clipp.

Morning speakers were George Heinemann, program manager, WNBQ (TV) Chicago on, "Art, Scenic Effects and Camera Techniques," and Mr. Lasky, along with Mr. Swezey.

The afternoon schedule featured the chairman, Frank Fogarty, general manager, WOW-TV Omaha, and Mr. Damm, along with Mr. Holden and Mr. Clipp.

Friday agenda included Jules Herbuveaux, director of TV operations, NBC Chicago, as chairman of the morning session, and Mr. Lasky for the afternoon. Speakers were Bruce Wallace, manager, public service broadcasts, WTMJ-AM-TV, "Public Service Programming"; Walter Preston, WBKB (TV) Chicago, "Programming for TV as a Sales Medium"; Jay Faraghan, WGN-TV Chicago, "Film Buying—Film Costs and Problems of Film Operations"; Mr. Lund, and Walt Emerson, ABC Chicago attorney, "Music Clearance and Copyrights."

A clinic opens today (Monday) in Los Angeles.

Poppy Drive Films

TELEVISION Screen Productions, New York, has completed two film spots—20 seconds and 30 seconds—for the American Legion Auxiliary poppy campaign. Films have been sent to all TV stations for showing during the campaign which begins shortly and runs until Labor Day.

'Sooner' Walker

FCC Chairman Paul A. Walker's reference at the NARTB convention in Chicago April 2 [B•T, April 7] to the then-impending TV allocation freeze lift as similar to the Oklahoma Cherokee Strip land rush in 1889 had brought him honorary membership in the Oklahoma Broadcasters Assn. OBA President Allan Page, in a letter last week to Comr. Walker, said in part: "Your remarks . . . were first-hand evidence that you are one of our best boosters for the great state of Oklahoma. . . . The board feels that your loyalty to Oklahoma entitles you to an honorary membership in our association (for which) you are charged with . . . continuing . . . the policy of promoting the traditions and opportunity of the State of Oklahoma."

DuMONT REPORTS

Decrease in 12-Wk. Period

BOARD of directors of Allen B. DuMont Labs on May 21 declared regular quarterly dividend of 25 cents per share on outstanding preferred stock, payable July 1 to stockholders of record at close of business June 13.

Additionally, company has released following table showing a decrease in sales and net profit according to summary for 12 weeks ended March 23, compared to same period a year ago:

	12 weeks ended 3/23/52	3/25/51
Sales	$15,960,000	$18,881,000
Net Profit	114,000	1,022,000
Number of Common Shares Outstanding at End of Period	2,361,054	2,361,054
Earned Per Share After Preferred Dividends	.035	.42

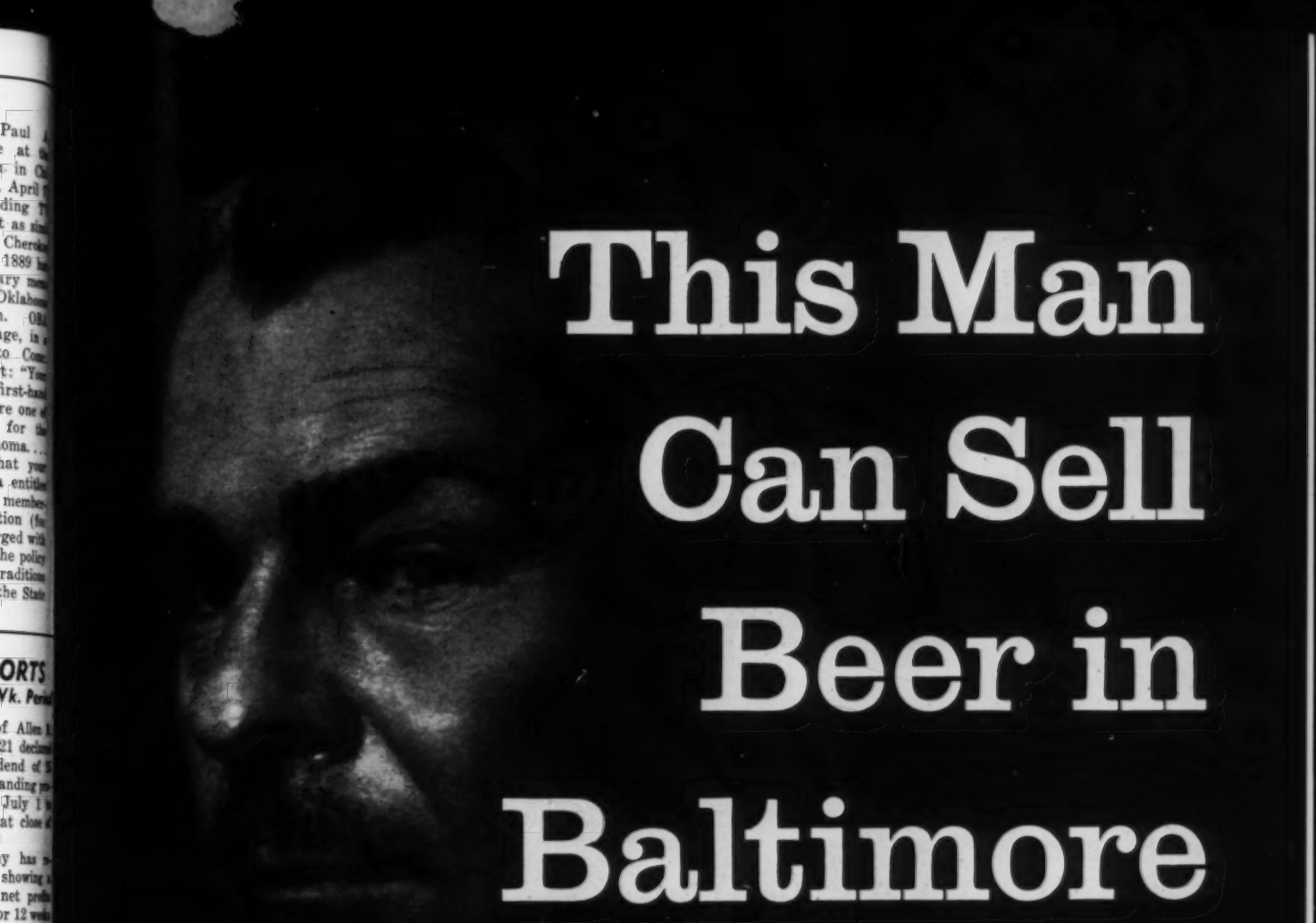
IIT ASKS FORD

For $4 Million TV Grant

ILLINOIS Institute of Technology, on behalf of the Chicago group which propose to operate educational VHF Channel 12, has petitioned the Ford Foundation for a grant of $4,250,000. This was reported in Chicago last week by IIT President John Rettaliata, who said the sum would cover building construction and operation costs for four years.

Of this amount, $800,000 yearly, or $3,200,000, would be allocated to actual operating expenses, including building maintenance, personnel, administration and production. The remainder, about $1 million, would be used for construction of the station and transmitter.

GEORGE CARSON PUTNAM, broadcaster-announcer, KTTV (TV) Hollywood, filed bankruptcy proceedings in U. S. District Court with liabilities reported as $79,501.89 and assets $350.



This Man Can Sell Beer in Baltimore

(AUTOMOBILES IN AMES-DES MOINES OR GROCERIES IN GRAND RAPIDS)

Right today, he is successfully selling beer in Buffalo, Boston and Birmingham . . . he's finding customers for cars in Charlotte and Miami . . . he's moving groceries in Bloomington and Toledo.

He's doing a great job for *38* different sponsors in *47* television markets.

He is Brian Donlevy of radio, screen and television—star of "Dangerous Assignment"—NBC's exciting TV film program produced for exclusive local showing and local sponsorship . . . *at local cost.*

"Dangerous Assignment" is red-blooded adventure with pay-off ratings. For instance: 15.2 in New York (ARB); 20.5 in Detroit (Pulse); 22.0 in Columbus (Pulse); 23.5 in San Francisco (Pulse) and 27.5 in Atlanta (Videodex).

"Dangerous Assignment" has mass appeal combined with sales power. And because it *sells for* sponsors—it has been *sold to* sponsors in 47 markets.

YOU CAN STILL BUY
"DANGEROUS ASSIGNMENT"
EXCLUSIVELY IN THESE
CITIES IF YOU ACT FAST—

Baltimore
Ames-Des Moines
Grand Rapids
Binghamton
Lancaster
Schenectady
Syracuse
Utica
Wilmington
Providence
Jacksonville
Richmond
Ft. Worth
Cleveland
Indianapolis
San Diego

For list of sponsors, prices and special audition film . . . phone, write or wire

NBC-TV Film Syndicate Sales

30 Rockefeller Plaza, New York 20, New York

TV Priority List

(Continued from page 79)

imum) and stations in Columbus, Ohio, Buffalo and Washington.

Such an outlet, using 3½ times the present power (16.6 kw) of WDTV, would serve a radius of 33 miles and 3,421 sq. mi. of Grade A service, he noted.

Comr. Jones observed FCC's engineering data shows only 156.5 miles separation between Channel 4 stations is needed to protect the Grade A service out to the noise limitation.

"That is to say," he explained, "it doesn't make any difference how many miles co-channel spacing you have beyond 156.5 miles. If you separate Channel 4 stations a thousand miles, the Grade A service does not increase one square mile."

"It seems ridiculous to me that Channel 4 should be left out of Pittsburgh when there is a 29.8% increase in Grade A service of the channel in this area when a Pittsburgh station is added and not one square mile of Grade A service is lost by the three existing stations at Washington, Buffalo and Columbus," Comr. Jones stated.

"Since we do have unusually rugged terrain in the Pittsburgh area," Comr. Jones continued, "there is more excuse to put more VHF channels in the Pittsburgh area than there is in New York City, Los Angeles, Philadelphia, Washington, Baltimore, Cleveland, Erie or Columbus where the terrain is less severe or as flat as a table top." To equal WDTV's present coverage, he said a UHF station will have to radiate a full megawatt of power (1,000 kw).

Explaining the various general provisions of the Sixth Report, Comr. Jones reviewed major premises of his dissent which he had discussed earlier before the Ohio Assn. of Radio-TV Broadcasters' management clinic in Columbus [B•T, May 5]. He contended the Sixth Report constitutes an "inefficient use of the spectrum" and creates an "artificial scarcity" of VHF channels.

Charges 'No Excuse'

Holding "there is no excuse for Pittsburgh, one of the top 10 markets, to be on the bottom of the processing line when many smaller multiple station cities will be processed first," Comr. Jones contended "the issue in this battle" is not if the action is just, but whether the Sixth Report will hold up in court.

Comr. Jones observed that "They [the Commission] sit in a bomb-shelter, insulated from elections—insulated from the vote of any city that might be dealt with unjustly . . . The Commission says to the public: 'Prove I'm wrong. Make a court say I'm arbitrary, unreasonable, capricious.' "

The dissenting Commissioner told his Pittsburgh audience that "to recoup the permanent loss of local television service . . . the civic resources of your city and possibly the cities and communities of your metropolitan area will have to marshal their combined forces in a painstaking, expensive, time-consuming effort of factual (legal, engineering and economic) preparation for an administrative hearing, oral arguments, briefs and very likely, successive court appeals."

Comr. Jones further elaborated practical points of his dissent before the FCBA on Thursday, using some of the same visual material employed at Pittsburgh.

He told the Washington broadcast attorneys there is little to recommend the allocation plan, but it can do "a great deal of damage" to the nation in the future. Comr. Jones reiterated his view that FCC doesn't have legal authority to "prejudge the needs" of the various communities of the U. S.

FCBA, among others, a year ago unsuccessfully protested the legality of the fixed allocation plan. Comr. Jones dissented from the majority opinion which upheld the allocation at that time.

Contending the Sixth Report puts UHF "behind the eight-ball," Comr. Jones pointed out that the VHF co-channel minimum spacing of 70 miles is disproportionately much greater with respect to interference factors than is the 155-mile UHF spacing. He reminded the group it will take 2,000-ft. UHF antennas to compete with 500-ft. VHF antennas, placing UHF operators at great financial disadvantage not considering the 17-20 million VHF receiving set circulation.

Comr. Jones noted that the allocations plan sought to foster competition, but 889 cities are single channel assignments. He charged FCC has wasted signals in the East through provision of unnecessarily high antennas and powers and concentration of multiple services in the large markets. Thus, the rural areas get unequal service even though the Commission planned for VHF stations to cover them.

He noted that between Baltimore and Washington there are seven signals carrying only four (network) program services. Around New York, he noted, there are 12 signals of which eight provide only four network services.

Comr. Jones reiterated his earlier contention that the "firm, fixed and final" allocation plan doesn't provide as efficient a distribution of services as would result competitively if applicants were free to "serve their own selfish interests."

He pointed out that while the plan sets a VHF minimum co-channel separation of 170 miles, the Commission's allocation actually contains a median separation of 2[illegible] miles. Thus, with high towers and powers, FCC has inefficiently allocated a big-city plan upon all lesser communities of the country as well, he indicated.

Showing a schematic diagram of VHF Channels 7 to 13, using the median 250-mile separation and antenna height 1,000 ft. with 316 kw power, Comr. Jones noted a space of 122 miles occurs between Grade B contours. He pointed out it takes four separate channels to substantially cover an area (the angular lattice concept).

This means, he stated, it takes all 12 VHF channels to give substantially everybody at all locations three Grade B services or better, with the result "you could have only three channels in any one particular location."

Holding that this is the fundamental philosophy of the Commission's plan, Comr. Jones charged FCC deviated from using a maximum of three VHF channels in one place, naming Los Angeles and New York-Newark, seven each, and Washington and Chicago, four each. This results in lessened Grade B service in outlying areas as supplemental channels are eliminated, he indicated.

Suggests Less Spacing

By reducing station spacing to 155 miles, Comr. Jones pointed out, substantially all Grade A service is preserved and the same four channels used in the 250-mile concept will provide nearly everyone with at least one Grade A service instead of Grade B. In addition, some locations will get two Grade A services, he noted.

In its petition to reconsider the High Point-Beckley allocation ruling, WHPE pointed out the separation requirements set forth in the final plan "sets up new separation distances which are greater than heretofore described and therefore cannot be the basis for denying the requests." WHPE explained that since this new separation "is new to the rule-making procedures and was not a part of the original notice . . . it cannot now become a rule and it cannot be the basis for the rejection of the [WHPE] proposals."

Reconsideration in the Braddock, Pa., case is to be sought by Matta Broadcasting Co., licensee of WLOA there. Dispute centers on rejection of proposed Channel 4 assignment because separation between the Braddock post office (built in 1892) and WLWC (TV) Columbus is 169.39 miles. The plan specifies 170-mile minimum.

In Lafayette, KVOL there (Evangeline Broadcasting Co.) plans to petition for reconsideration of FCC's relocation of VHF Channel 5 at Alexandria, La., substituting UHF Channel 67 at Lafayette.

Washington Watches | *Kid Shows*

"CISCO KID"

6:30 p.m.—Sunday

This top Western film series, scheduled in a choice Sunday evening spot, garnered a rating of 21.7 (ARB, April 1952). What a show for summer selling!

NOW AVAILABLE FOR SPONSORSHIP

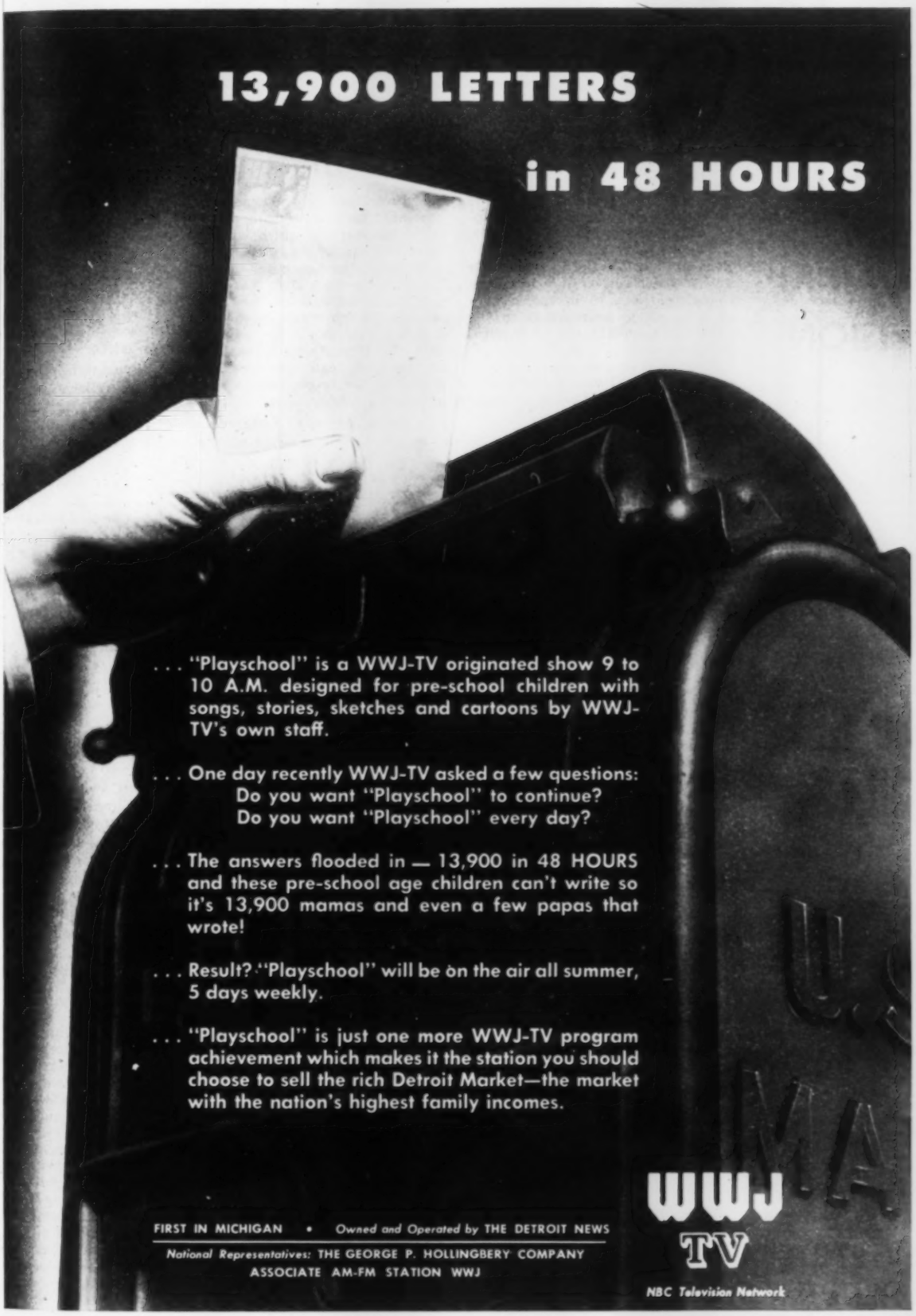
Watch Washington

Among all cities of over 50,000 population, Washington has climbed during the past year from tenth to eighth place in food store sales, from sixth to fifth in drug store sales and from seventh to sixth in total retail sales (SM survey of Buying Power) . . . and you know how much the kids can influence these purchases.

wnbw Channel 4

NBC Television in Washington

Represented by NBC Spot Sales


13,900 LETTERS
in 48 HOURS
. . . "Playschool" is a WWJ-TV originated show 9 to 10 A.M. designed for pre-school children with songs, stories, sketches and cartoons by WWJ-TV's own staff.
. . . One day recently WWJ-TV asked a few questions:
Do you want "Playschool" to continue?
Do you want "Playschool" every day?
. . . The answers flooded in — 13,900 in 48 HOURS and these pre-school age children can't write so it's 13,900 mamas and even a few papas that wrote!
. . . Result? "Playschool" will be on the air all summer, 5 days weekly.
. . . "Playschool" is just one more WWJ-TV program achievement which makes it the station you should choose to sell the rich Detroit Market—the market with the nation's highest family incomes.
FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ
WWJ
TV
NBC Television Network

YOU WANT COVERAGE?

Say "WHEN" TELEVISION

Sound programming that creates viewer preference, plus smart merchandising, makes WHEN your best TV "buy" in Central New York. Here's a rich market that will look at your product, listen to your story, and buy, when you Sell via WHEN.

YOU'LL GET RESULTS

ON CENTRAL NEW YORK'S MOST LOOKED AT TELEVISION STATION

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

FCC EXAMINERS

TWELVE influential Senators last week challenged the Congress as well as the FCC to get television to all of the nation's people in the shortest time possible.

The unique move, the more unusual in an economy legislature, grew with agreement a fortnight ago that Senate Interstate & Foreign Commerce Committee members should ask for additional funds to enable the Commission to tackle an increasing workload of TV applications [B•T, May 19].

There are no party lines in the Senators' call. Both Democrats and Republicans on the commerce committee joined in sponsorship of a proposed amendment to the 1953 Independent Offices Appropriations Bill.

That bill, already cut nearly $2 million by the House, is under consideration of Sen. Burnet R. Maybank's (D-S. C.) appropriations subcommittee.

The commerce group's amendment, included in a five-page frankly-worded letter to Chairman Maybank, calls for an appropriation of $800,000 "for salaries, and other expenses necessary for the employment of 20 examiner teams to be used exclusively [by the FCC] for processing and hearing television applications during the fiscal year ending 1953."

Williams Fails to Sign

Only member of the Senate commerce group not signing the letter was Sen. John J. Williams (R-Del.).

Most of the Senators signing the letter are among those who pull the most weight. In addition to Senate Commerce Committee Chairman Ed C. Johnson (D-Col.) and Senate Majority Leader Ernest W. McFarland (D-Ariz.), they include:

Democrats—Sens. Warren G. Magnuson (Wash.), Brien McMahon (Conn.), Herbert R. O'Conor (Md.), Lyndon B. Johnson (Tex.), Lester C. Hunt (Wyo.), and Republicans—Sens. Charles W. Tobey (N. H.), Owen Brewster (Me.), Homer E. Capehart (Ind.), John W. Bricker (Ohio) and James P. Kem (Mo.).

Sen. Johnson of Colorado testified before the Maybank subcommitte when FCC's appropriation was before it for consideration. A fortnight ago while hearing the nomination of Rosel H. Hyde to the Commission, Sen. Capehart offered the resolution which culminated in the letter and proposed amendment to the funds legislation.

Outlining the April 14 lifting of the "cruel, arbitrary and little understood television freeze . . . imposed in September 1948," which the committee said came "after 42 months of tortuous delay," the letter proceeded to describe the current situation which was said to exist at the Commission.

Pertinent points of the Senators' letter were briefly:

● It is "reasonable" to expect more than 1,000 applications "pending and clamoring for immediate action" and the Commission "must adopt a scrupulously careful method of processing these applications."

● The current seven examiners (who should handle about 10 to 15 applications per year) "are used for all types of hearings . . . and we are informed they now have a heavy workload on problems wholly unrelated to the licensing of new television stations which will keep them tied up for many months."

● Seventh Annual Report of the FCC "reveals that there were pending, as of June 30, 1951, 1,000 broadcast applications in the radio AM field and 186 in the radio FM field. . . . If you were an applicant, an outright death sentence likely would be far better than a notice of indefinite delay."

Team Already Assigned

● An examiner team has been assigned to an investigation and hearing involving divestment of the International Cable operation from Western Union. Case is set for June 5.

● "We are convinced that the FCC must be given 20 additional examiner teams for the next two years to clean up the television log-jam occasioned by the sudden lifting of the arbitrary freeze. . . . It will not cost the government any more to hear these cases during the next two years than it would cost to string them out over a period of 10 years."

● Annual salary of an examiner team consisting of examiner, accountant, engineer, attorney, and two clerk-stenographers would total $36,000 a year and travel expenses $4,000, a total sum of $40,000 for each team.

● These additional teams are necessary if the freeze lift is to be "meaningful."

● Increase is not to be made every year, but only for the time to "cure the emergency."

● "The welfare of the people and not the happiness of the FCC is at stake in this situation. . . . Every applicant is entitled to his day in court without years of delay and it cannot be given to him unless we provide the money to hire the minimum of examiner teams. . . ."

● ". . . large percentage of the applications that will go on file will probably go to hearing because of the limited number of channels available in many of the cities . . . it becomes obvious . . . that if the present situation with respect to examiners is permitted to remain, some applicants will not know whether they will be granted TV licenses for many, many years."

● Congress will not save money by failing to add the $800,000 because it will have to pay for the processing eventually, anyhow.

● The benefits of television and its value to the people "far tr… cend the problem of whether … FCC is entitled to 10 employe… 10,000 employes."

● "Besides being a most fa… nating form of entertainment a… education, television is certai… become a major element in t… American economy with respe… the number of people empl… money invested and a new a… forceful device through which … ducts are sold to the gen… public."

● "By an appropriation … $800,000 Congress can set in mo… a chain reaction which in two yea… time will create $3 billion in bu… ness. These figures are ultra co… servative."

Concluding paragraph of th… letter follows:

"We ought not shirk our du… We ought to appropriate the mon… to authorize the recruiting of th… 20 examiner teams or frankly te… the people that because money … not available for processing th… television applications they mu… wait 6 to 10 years for TV in ma… areas of the U. S."

The House last March voted $… 108,600 to operate FCC in fis… 1953. This is $1,966,540 under th… amount requested in Presid… Truman's budget. The Senate ha… been expected to restore some o… this cut.

IATSE Wins, Loses

IATSE Local 706 last week wa… named over NABET by a 7-0 vot… as bargaining representative in… the National Labor Relations… Board election for makeup artists… and hair stylists at NBC-TV Holly… wood. Screen Cartoonists Guild, … however, won out 5-2 over IATSE … at Cascade Pictures of California, … TV film producer.

WATV (TV) Move

SIX of the seven New York area TV stations will be transmitting from the top of the Empire State Bldg. by next winter, following FCC approval last week of WATV (TV) Newark's long-pending request to move there. WATV (TV) will reduce its radiated power from 30.5 kw visual to 3.4 kw when it makes the move, but its antenna height will be increased to 1190 ft. above ground. Its present transmitter site is atop First Mountain, near West Orange, N. J., less than 600 ft. above average terrain. WOR-TV is the only New York outlet not using the Empire State Bldg. site. It has an 810 ft. tower at North Bergen, N. J.

PHILADELPHIA WATCHES WPTZ MORE THAN ANY OTHER TV STATION*

*Per ARB for the full year of 1951

WPTZ—NBC TV-AFFILIATE...1600 Architects Building, Philadelphia 3, Pa., Phone LOcust 4-5500 or NBC Spot Sales

WSPD-TV
"SPEEDY" THE PIONEER

1 STATION

1 CHANNEL

1 DIAL SETTING

ON
WSPD-TV
TOLEDO
with

158,000

TELEVISION SETS

NBC AFFILIATE
STORER BROADCASTING COMPANY
Rep. by The Katz Agency, Inc.
WSPD-TV
CHANNEL 13
TOLEDO, OHIO

Nat. Sales Hq. 488 Madison Avenue,
New York 22, ELdorado 5-2455

telestatus

RCA Reports Tricolor Tube Improvement

(Report 217)

SIGNIFICANT improvements have been made in the RCA tricolor television picture tube, Dr. Elmer W. Engstrom, vice president in charge of the RCA Laboratories Div., announced last Thursday.

One of the disadvantages of the earlier RCA system, it was explained, was that the electron beam sources have been located at somewhat divergent positions with the tube, requiring a number of beam-deflection systems and a tube with three necks. Through a new invention by Alfred C. Schroeder, electrical engineer in RCA Labs., the electron guns can be placed close together in a single neck tube, an arrangement which allows for a single-beam deflection system similar to that used in black and white television.

The improved tube, patented early this month, has been successfully integrated into RCA's color TV system, he said.

Mr. Schroeder, associated with RCA since receiving his master's degree from Massachusetts Institute of Technology in 1937, is on the staff of the David Sarnoff research center and has spent much of his time working on color television.

* * *

'Lucy' Again Heads Videodex Top 10 Ratings

FOR the second successive month, *I Love Lucy* heads the Videodex ratings for the top 10 TV shows, both in percentage ratings and in number of homes reached. The show stars Lucille Ball and her husband, Desi Arnaz, and is carried over CBS-TV Monday, 9-10 p.m. (EDT). Videodex listings follow:

Program	Percent TV Homes	
1. I Love Lucy (CBS)		52.1
2. Talent Scouts (CBS)		43.5
3. Red Skelton (NBC)		39.3
4. Godfrey & Friends (CBS)		39.3
5 You Bet Your Life (NBC)		38.7
6. Texaco Star Theatre (NBC)		37.
7. Your Show of Shows (NBC)		31.8
8. Comedy Hour (NBC)		31.1
9. Fireside Theatre (NBC)		30.9
10. My Friend Irma (CBS)	30.1	30.2

Program	No. of TV Homes (000)
1. I Love Lucy (CBS)	8,671
2. Red Skelton (NBC)	6,352
3. Texaco Star Theatre (NBC)	6,275
4. You Bet Your Life (NBC)	6,080
5. Godfrey & Friends (CBS)	5,854
6. Comedy Hour (NBC)	5,012
7. Your Show of Shows (NBC)	4,875
8. Fireside Theatre (NBC)	4,826
9. Philco TV Playhouse (NB)	4,801
10. Talent Scouts (CBS)	4,793

* * *

Video Being Used To Treat Cross-Eyes

TV's VALUE in treating cross-eyes of children was described to the Pennsylvania Optometric Assn. at its 56th annual meeting by Dr. J. Donald Kratz, associate professor of the Pennsylvania State College of Optometry.

The college plans to install TV sets in its eye-straightening clinic, he said, adding that video's use by trained personnel is valuable because it holds a child's attention where other types of training have failed.

* * *

'Lucy', 'Godfrey' Dominate Latest Nielsen

NATIONAL ratings for top television programs for two weeks ending April 26 have been released by A. C. Nielsen Co. as follows:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	10,750
2	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	7,460
3	Texaco Star Theater (NBC)	7,250
4	Red Skelton (NBC)	7,470
5	Your Show of Shows (R. J. Reynolds) (NBC)	7,260
6	You Bet Your Life (NBC)	7,260
7	Colgate Comedy Hour (NBC)	7,170
8	Your Show of Shows (Participating) (NBC)	6,790
9	Robt. Montgomery Presents (S. C. Johnson & Son) (NBC)	6,670
10	Philco TV Playhouse (NBC)	6,660

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	62.9
2	Arthur Godfrey's Scouts (CBS)	52.0
3	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	49.0
4	Red Skelton (NBC)	46.0
5	Texaco Star Theater (NBC)	46.0
6	Your Show of Shows (R. J. Reynolds) (NBC)	46.0
7	You Bet Your Life (NBC)	44.0
8	Pabst Blue Ribbon Bouts (CBS)	44.0
9	Your Show of Shows (Participating) (NBC)	44.0
10	Colgate Comedy Hour (NBC)	44.0

Copyright 1952 by A. C. Nielsen Co.

Weekly Television Summary—MAY 26, 1952—TELECASTING SURVEY

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	385,876
Binghamton	WNBF-TV	62,400
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	144,000
Boston	WBZ-TV, WNAC-TV	895,141
Buffalo	WBEN-TV	268,127
Charlotte	WBTV	152,096
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,133,992
Cincinnati	WCPO-TV, WKRC-TV, WLWT	348,000
Cleveland	WEWS, WNBK, WXEL	613,548
Columbus	WBNS-TV, WLWC, WTVN	277,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	166,000
Davenport	WOC-TV	98,445
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	166,000
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	113,034
Houston	KPRC-TV	141,000
Huntington-Charleston	WSAZ-TV	84,750
Indianapolis	WFBM-TV	232,000
Jacksonville	WMBR-TV	56,000
Johnstown	WJAC-TV	151,775
Kalamazoo	WKZO-TV	200,040
Kansas City	WDAF-TV	206,598
Lancaster	WGAL-TV	146,631
Lansing	WJIM-TV	93,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	
Matamoros (Mexico)- Brownsville, Tex.	XELD-TV	
Memphis	WMCT	
Miami	WTVJ	
Milwaukee	WTMJ-TV	
Minn.-St. Paul	KSTP-TV, WTCN-TV	
Nashville	WSM-TV	
New Haven	WNHC-TV	
New Orleans	WDSU-TV	
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	
Norfolk	WTAR-TV	
Oklahoma City	WKY-TV	
Omaha	KMTV, WOW-TV	
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	
Phoenix	KPHO-TV	
Pittsburgh	WDTV	
Providence	WJAR-TV	
Richmond	WTVR	
Rochester	WHAM-TV	
Rock Island Quad Cities	WHFB-TV Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	
San Antonio	KEYL- WOAI-TV	
San Diego	KFMB-TV	
San Francisco		
Schenectady-Albany-Troy	KGO-TV, KPIX, KRON-TV WRBG	
Seattle	KING-TV	
St. Louis	KSD-TV	
Syracuse	WHEN, WSYR-TV	
Toledo	WSPD-TV	
Tulsa	KOTV	
Utica-Rome	WKTV	
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	
Wilmington	WDEL-TV	

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 17,876,6

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

make small fry friends with fred

WBTV's own contribution to the cowboy craze, Fred Kirby corrals an average Videodex rating of 19.0 on his "Junior Rancho" programs (M-W-F, 5-5:30 PM). Over 2,000 Carolina children have appeared on the program with Fred since its debut in September, 1951: Praised by parents, teachers and civic leaders for its sound contribution to juvenile ideals, "Junior Rancho" offers advertisers a happy, hair-trigger reaction to their product appeals.

WBTV SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

WAVE-TV

First IN KENTUCKY!

First IN AUDIENCE!

First WITH LOCAL ADVERTISERS!

(22.5% more!)

First WITH NATIONAL ADVERTISERS!

(13.0% more!)

First IN COVERAGE!

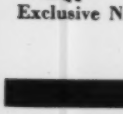
WAVE-TV has perfect reception in the Metropolitan Area. WAVE-TV's *PLUS* is that in outlying "fringe" areas, 63.1% of all TV homes "get" WAVE-TV more clearly than Station "B"!

WAVE-TV

CHANNEL 5

NBC • ABC • DUMONT

LOUISVILLE, KENTUCKY



FREE & PETERS, Inc.

Exclusive National Representatives

List of Cities

(Continued from page 79)

Group D requests until about November.

The Group A-2 and Group B city listings issued by FCC follow:

APPENDIX A
Group A-2

Line Position	Location	1950 Population	Distance to nearest TV station
1	Denver, Col.	415,786	330
2	Portland, Ore.	373,628	142
3	Tampa-St. Petersburg, Fla.	221,419	170
4	Springfield-Holyoke, Mass.	217,060	54
5	Youngstown, Ohio	168,330	52
6	Wichita, Kan.	168,279	130
7	Flint, Mich.	163,143	46
8	Spokane, Wash.	161,721	230
9	Beaumont-Port Arthur, Tex.	151,544	83
10	Duluth, Minn.-Superior, Wis.	139,836	135
11	Sacramento, Calif.	137,572	83
12	Fort Wayne, Ind.	133,607	96
13	Austin, Tex.	132,459	71
14	Chattanooga, Tenn.	131,041	102
15	El Paso, Tex.	130,485	225
16	Mobile, Ala.	129,009	130
17	Evansville, Ind.	128,636	100
18	Shreveport, La.	127,306	175
19	Baton Rouge, La.	125,629	71
20	Scranton, Pa.	125,536	46
21	Knoxville, Tenn.	124,769	150
22	Savannah, Ga.	119,638	120
23	South Bend, Ind.	115,911	62
24	Peoria, Ill.	111,856	72
25	Corpus Christi, Tex.	108,287	130
26	Montgomery, Ala.	106,525	70
27	Little Rock, Ark.	102,213	133
28	Lincoln, Neb.	98,884	49
29	Jackson, Miss.	98,271	162
30	Madison, Wis.	96,056	72
31	Wheeling, W. Va.-Steubenville, Ohio	94,763	46
32	Rockford, Ill.	92,927	80
33	Saginaw, Mich.	92,918	56
34	Roanoke, Va.	91,921	82
35	Fresno, Calif.	91,669	152
36	Brownsville-Harlingen-Weslaco, Tex.	90,160 [1]	248
37	Columbia, S. C.	86,914	84
38	Waco, Tex.	84,706	84
39	Sioux City, Iowa	83,991	89
40	Manchester, N. H.	82,732	43
41	Springfield, Ill.	81,628	82
42	Columbus, Ga.	79,611	98
43	Topeka, Kan.	78,791	60
44	St. Joseph, Mo.	78,588	49
45	Portland, Me.	77,634	98
46	Wilkes-Barre, Pa.	76,826	59
47	Amarillo, Tex.	74,246	247
48	Charleston, W. Va.	73,501	44
49	Cedar Rapids, Iowa	72,296	63
50	Lubbock, Tex.	71,747	269
51	Augusta, Ga.	71,508	134
52	Durham, N. C.	71,311	50
53	Stockton, Calif.	70,853	61
54	Macon, Ga.	70,252	75
55	Charleston, S. C.	70,174	185
56	Wichita Falls, Tex.	68,042	105
57	Springfield, Mo.	66,731	144
58	Galveston, Tex.	66,568	49
59	Decatur, Ill.	66,269	105
60	Raleigh, N. C.	65,679	65
61	Waterloo, Iowa	65,198	72
62	Terre Haute, Ind.	64,214	52
63	Pueblo, Col.	63,685	250
64	San Bernardino, Calif.	63,058	45
65	Champaign-Urbana, Ill.	62,397	128
66	Atlantic City, N. J.	61,657	56
67	Muncie, Ind.	58,479	50
68	Greenville, S. C.	58,161	78
69	Gadsden, Ala.	55,725	58
70	Lexington, Ky.	55,534	68
71	Pittsfield, Mass.	53,348	40.1
72	Asheville, N. C.	53,000	83
73	Green Bay, Wis.	52,735	96
74	Sioux Falls, S. D.	52,696	160
75	Bay City, Mich.	52,523	66
76	Orlando, Fla.	52,367	122
77	San Angelo, Tex.	52,093	185
78	Laredo, Tex.	51,910	145
79	Lima, Ohio	50,246	68
80	Warren, Ohio	49,856	44
81	Elmira, N. Y.	49,716	44
82	Dubuque, Iowa	49,671	68
83	Muskegon, Mich.	48,429	42
84	Fort Smith, Ark.	47,942	103
85	Lynchburg, Va.	47,727	90
86	La Crosse, Wis.	47,535	126
87	Riverside, Calif.	46,764	42
88	Tuscaloosa, Ala.	46,396	48
89	Abilene, Tex.	45,570	144
90	Colorado Springs, Col.	45,472	279
91	Tucson, Ariz.	45,454	105
92	Williamsport, Pa.	45,047	79
93	Wilmington, N. C.	45,043	163
94	Santa Barbara, Calif.	44,913	90
95	Mansfield, Ohio	43,564	60
96	Pensacola, Fla.	43,479	175
97	Jamestown, N. Y.	43,354	43
98	West Palm Beach, Fla.	43,162	68
99	Salem, Ore.	43,140	190
100	Sheboygan, Wis.	42,365	46
101	Meridian, Miss.	41,893	139
102	Quincy, Ill.	41,450	110
103	Lake Charles, La.	41,272	138
104	Oshkosh, Wis.	41,084	70
105	Poughkeepsie, N. Y.	41,023	53
106	Lewiston, Me.	40,974	126
107	Zanesville, Ohio	40,517	53
108	Great Falls, Mont.	39,214	465
109	Tyler, Tex.	38,968	95
110	Joplin, Mo.	38,711	102
111	Kokomo, Ind.	38,672	49
112	Monroe, La.	38,572	210
113	Yakima, Wash.	38,486	110
114	Fargo, N. D.	38,256	215
115	Danville, Ill.	37,864	82
116	Cumberland, Md.	37,679	48
117	Biloxi, Miss.	37,425	78
118	Muskogee, Okla.	37,289	44
119	Pine Bluff, Ark.	37,162	140
120	Spartanburg, S. C.	36,795	53
121	Hagerstown, Md.	36,260	62
122	Eau Claire, Wis.	36,058	80
123	Enid, Okla.	36,017	62
124	Eugene, Ore.	35,879	249
125	Port Huron, Mich.	35,725	53
126	Elkhart, Ind.	35,646	57
127	Easton, Pa.	35,632	41.5
128	Lafayette, Ind.	35,568	60
129	Hazleton, Pa.	35,491	67
130	Danville, Va.	35,066	42
131	Alexandria, La.	34,913	165
132	Bakersfield, Calif.	34,784	97
133	Lawton, Okla.	34,757	81
134	Fayetteville, N. C.	34,715	89
135	Boise, Ida.	34,393	295
136	Watertown, N. Y.	34,350	60
137	Bloomington, Ill.	34,163	106
138	Bellingham, Wash.	34,112	78
139	Appleton, Wis.	34,010	85
140	Owensboro, Ky.	33,651	80
141	Ottumwa, Iowa	33,631	95
142	Hutchinson, Kan.	33,575	170
143	Lafayette, La.	33,541	118
144	Butte, Mont.	33,251	360
145	Burlington, Vt.	33,155	132
146	Paducah, Ky.	32,828	120
147	Bristol, Tenn.-Bristol, Va.	32,725	110
148	Reno, Nev.	32,496	183
149	Clarksburg, W. Va.	32,014	89
150	Columbia, Mo.	31,974	118
151	Cheyenne, Wyo.	31,935	470
152	Billings, Mont.	31,834	385
153	Bangor, Me.	31,558	200
154	Galesburg, Ill.	31,425	40.21
155	Albany, Ga.	31,155	152
156	Anniston, Ala.	31,066	57
157	Lakeland, Fla.	30,851	160
158	Burlington, Iowa	30,613	55
159	New London, Conn.	30,551	44
160	Wausau, Wis.	30,414	155
161	Oak Ridge, Tenn.	30,229	148
162	Jackson, Tenn.	30,207	75
163	Daytona Beach, Fla.	30,187	85
164	Salinas-Monterey, Calif.	30,122	81
165	Marion, Ind.	30,081	59
166	Fond du Lac, Wis.	29,936	55
167	Greenville, Miss.	29,936	138
168	Rochester, Minn.	29,885	75
169	Parkersburg, W. Va.	29,684	75
170	Rome, Ga.	29,615	58
171	Beloit, Wis.	29,590	69
172	Odessa, Tex.	29,495	285
173	Hattiesburg, Miss.	29,474	110
174	Sandusky, Ohio	29,375	45
175	Fairmont, W. Va.	29,346	68
176	Hot Springs, Ark.	29,307	185
177	Northampton, Mass.	29,063	65
178	Kingston, N. Y.	28,817	49
179	St. Cloud, Minn.	28,410	65
180	Athens, Ga.	28,180	58
181	Santa Fe, N. M.	27,998	56
182	Concord, N. H.	27,988	60
183	Marion City, Iowa	27,980	85
184	Vicksburg, Miss.	27,948	160
185	Johnson City, Tenn.	27,864	90
186	Rocky Mount, N. C.	27,697	105
187	Manitowoc, Wis.	27,598	70
188	Tallahassee, Fla.	27,237	165
189	Iowa City, Iowa	27,212	51
190	Gainesville, Fla.	26,861	65
191	Grand Forks, N. D.	26,836	270
192	Sharon, Pa.	26,454	59
193	Key West, Fla.	26,433	128
194	Salina, Kan.	26,176	140
195	Pocatello, Ida.	26,131	145
196	Charlottesville, Va.	25,969	65
197	Kankakee, Ill.	25,856	53
198	Panama City, Fla.	25,814	250
199	Roswell, N. M.	25,738	162
200	Temple, Tex.	25,467	120
201	Rapid City, S. D.	25,310	420
202	Fort Dodge, Iowa	25,115	43
203	Jefferson City, Mo.	25,099	110
204	Laurel, Miss.	25,038	135
205	Winona, Minn.	25,031	100
206	La Grange, Ga.	25,025	60
207	Janesville, Wis.	24,899	65
208	Texarkana, Tex.	24,753	165
209	Las Vegas, Nev.	24,624	255
210	Longview, Tex.	24,502	146
211	Walla Walla, Wash.	24,102	161
212	Florence, Ala.	23,879	68
213	Findlay, Ohio	23,845	68
214	Ashtabula, Ohio	23,696	68
215	Casper, Wyo.	23,672	324
216	Norwich, Conn.	23,429	68
217	Auburn, Me.	23,134	126
218	Austin, Minn.	23,100	72
219	El Dorado, Ark.	23,076	238
220	Eureka, Calif.	23,058	324
221	Wilson, N. C.	23,010	135
222	Olean, N. Y.	22,884	68
223	Selma, Ala.	22,840	7
224	Natchez, Miss.	22,740	126
225	Grand Island, Neb.	22,682	132
226	Gulfport, Miss.	22,659	6
227	Middletown, N. Y.	22,586	6
228	Florence, S. C.	22,512	132
229	Missoula, Mont.	22,485	396
230	Freeport, Ill.	22,467	6
231	Marshall, Tex.	22,327	146
232	Minot, N. D.	22,032	462
233	Santa Cruz, Calif.	21,970	5
234	Pekin, Ill.	21,858	198
235	Richland, Wash.	21,809	198
236	Midland, Tex.	21,713	270
237	Paris, Tex.	21,643	9
238	Dothan, Ala.	21,584	132
239	Cape Girardeau, Mo.	21,578	9
240	North Adams, Mass.	21,567	6
241	Oxnard, Calif.	21,567	6
242	Bluefield, W. Va.	21,506	198
243	Goldsboro, N. C.	21,454	198
244	Orange, Tex.	21,174	198
245	Aberdeen, S. D.	21,051	360
246	Logansport, Ind.	21,031	72
247	Augusta, Me.	20,913	126
248	Biddeford, Me.	20,836	72
249	Uniontown, Pa.	20,471	6
250	Hannibal, Mo.	20,444	198
251	Jacksonville, Ill.	20,387	72
252	Greeley, Col.	20,354	270
253	Sedalia, Mo.	20,354	72
254	Longview, Wash.	20,339	198
255	Stillwater, Okla.	20,238	6
256	Hastings, Neb.	20,211	132
257	Sumter, S. C.	20,185	198
258	Brownwood, Tex.	20,181	198
259	Ponca City, Okla.	20,180	72
260	Sherman, Tex.	20,150	6
261	Chillicothe, Ohio	20,123	6
262	Salisbury, N. C.	20,102	6
263	McAllen, Tex.	20,067	228
264	Valdosta, Ga.	20,046	132
265	Boulder, Col.	19,999	348
266	Decatur, Ala.	19,974	72
267	Staunton, Va.	19,927	9
268	Marshalltown, Iowa	19,821	69
269	Anderson, S. C.	19,770	198
270	Aberdeen, Wash.	19,653	72
271	Glens Falls, N. Y.	19,610	59
272	Oil City, Pa.	19,581	59
273	Kingsport, Tenn.	19,571	139
274	Beckley, W. Va.	19,397	68
275	Pittsburg, Kan.	19,341	132
276	Bartlesville, Okla.	19,228	6
277	Idaho Falls, Ida.	19,218	189
278	Corsicana, Tex.	19,211	52
279	Manhattan, Kan.	19,056	186
280	Tiffin, Ohio	18,952	69
281	Waycross, Ga.	18,899	72
282	Sarasota, Fla.	18,896	188
283	Vincennes, Ind.	18,831	66
284	Portsmouth, N. H.	18,830	67
285	Mankato, Minn.	18,809	66
286	Benton Harbor, Mich.	18,769	52
287	Bismarck, N. D.	18,640	385
288	Bowling Green, Ky.	18,347	66
289	Kinston, N. C.	18,336	135
290	Waterville, Me.	18,287	158
291	Bryan, Tex.	18,102	87
292	Greenwood, Miss.	18,061	117
293	Borger, Tex.	18,059	214
294	Carlsbad, N. M.	17,975	228
295	Brunswick, Ga.	17,954	38
296	Sault Ste. Marie, Mich.	17,912	253
297	Santa Rosa, Calif.	17,902	67
298	Ardmore, Okla.	17,890	98
299	McAlester, Okla.	17,878	96
300	Bogalusa, La.	17,798	68
301	Plattsburg, N. Y.	17,738	148
302	Rutland, Vt.	17,659	52
303	Twin Falls, Ida.	17,600	188
304	Helena, Mont.	17,581	398
305	Mattoon, Ill.	17,547	102
306	Denison, Tex.	17,504	79
307	Modesto, Calif.	17,389	76
308	Bradford, Pa.	17,354	64
309	Clovis, N. M.	17,318	206
310	Medford, Ore.	17,305	333
311	Big Spring, Tex.	17,286	348
312	Martinsville, Va.	17,251	42
313	Chambersburg, Pa.	17,212	67
314	Marquette, Mich.	17,202	239
315	Columbus, Miss.	17,172	97
316	Coffeyville, Kan.	17,113	65
317	Fayetteville, Ark.	17,071	102
318	Traverse City, Mich.	16,974	133
319	Kingsville, Tex.	16,898	136
320	Logan, Utah	16,832	63
321	Greenville, N. C.	16,724	286
322	Berlin, N. H.	16,615	140
323	Pampa, Tex.	16,583	192
324	Stevens Point, Wis.	16,564	135
325	Clarksdale, Miss.	16,539	75
326	San Buenaventura, Calif.	16,534	70
327	Streator, Ill.	16,469	92
328	New Iberia, La.	16,467	105
329	Alice, Tex.	16,449	118
330	Huntsville, Ala.	16,437	98

[1] Includes populations of Mercedes and San Benito, Tex. pursuant to footnote 1 of Table of Assignments.

Line Position	Location	1950 Population	Distance to nearest TV station
	Jonesboro, Ark.	16,310	65
	Hibbing, Minn.	16,276	170
	Clarksville, Tenn.	16,246	42
	Blytheville, Ark.	16,234	53
	Corvallis, Ore.	16,207	215
	Nampa, Ida.	16,185	392
	Ogdensburg, N. Y.	16,166	109
	Keokuk, Iowa	16,144	91
	Victoria, Tex.	16,126	102
	Faribault, Minn.	16,028	47
	Ada, Okla.	15,995	72
	Dalton, Ga.	15,968	73
	Klamath Falls, Ore.	15,875	309
	Chickasha, Okla.	15,842	44
	Olympia, Wash.	15,819	49
	New Bern, N. C.	15,812	127
	Emporia, Kan.	15,669	102
	Keene, N. H.	15,638	68
	Martinsburg, W. Va.	15,621	61
	Mt. Vernon, Ill.	15,600	71
	Laramie, Wyo.	15,581	368
	Clearwater, Fla.	15,581	180
	Sunbury, Pa.	15,570	66
	Connersville, Ind.	15,550	47
	North Platte, Neb.	15,433	249
	Duncan, Okla.	15,325	80
	Orangeburg, S. C.	15,322	124
	Merced, Calif.	15,278	106
	Escanaba, Mich.	15,170	187
	Salisbury, Md.	15,141	84
	Lufkin, Tex.	15,135	121
	Greenfield, Mass.	15,075	70
	Poplar Bluff, Mo.	15,064	114
	Hornell, N. Y.	15,049	58
	Fort Madison, Iowa	14,954	77
	Fort Collins, Col.	14,937	457
	Parsons, Kan.	14,750	93
	Laconia, N. H.	14,745	76
	Cambridge, Ohio	14,739	76
	Greenville, Tex.	14,727	48
	Grand Junction, Col.	14,504	211
	Middlesborough, Ky.	14,482	143
	Thomasville, Ga.	14,424	153
	Lincoln, Ill.	14,362	110
	Midland, Mich.	14,285	63
	Del Rio, Tex.	14,211	146
	San Luis Obispo, Calif.	14,180	163
	Marinette, Wis.	14,178	137
	Plainview, Tex.	14,044	257
	Lewistown, Pa.	13,894	72
	Hobbs, N. M.	13,875	258
	Centralia, Ill.	13,863	56
	Winchester, Va.	13,841	59
	Greenwood, S. C.	13,806	95
	Seymour, Tex.	13,779	128
	Rochester, N. H.	13,776	59
	Las Vegas, N. M.	13,763	86
	Sweetwater, Tex.	13,619	185
	Bradenton, Fla.	13,604	189
	Oneonta, N. Y.	13,564	48
	Albert Lea, Minn.	13,545	93
	Fort Pierce, Fla.	13,502	117
	Wisconsin Rapids, Wis.	13,496	132
	Junction City, Kan.	13,462	123
	San Benito, Tex.	13,271	232
	Fort Myers, Fla.	13,195	121
	Massena, N. Y.	13,137	125
	Alpena, Mich.	13,135	172
	Moberly, Mo.	13,115	114
	Wenatchee, Wash.	13,072	194
	Morristown, Tenn.	13,019	138
	Lewiston, Ida.	12,985	267
	Fergus Falls, Minn.	12,917	163
	Arkansas City, Kan.	12,903	85
	Scottsbluff, Neb.	12,858	395
	Claremont, N. H.	12,811	90
	Atchison, Kan.	12,792	44
	Huron, S. D.	12,788	243
	Crowley, La.	12,784	139
	Bastrop, La.	12,769	203
	Watertown, S. D.	12,699	189
	Great Bend, Kan.	12,665	207
	Vernon, Tex.	12,651	140
	Brainerd, Minn.	12,637	105
	Cleveland, Tenn.	12,605	98
	El Centro, Calif.	12,593	100
	Hopkinsville, Ky.	12,526	65
	Virginia, Minn.	12,486	178
	Tulare, Calif.	12,445	155
	Edinburg, Tex.	12,383	214
	Waynesboro, Va.	12,357	85
	Astoria, Ore.	12,331	123
	Nacogdoches, Tex.	12,327	139
	Las Cruces, N. M.	12,325	190
	Opelika, Ala.	12,295	100
	Chico, Calif.	12,272	138
	Trinidad, Col.	12,204	176
	Coeur d'Alene, Ida.	12,198	262
	Fredericksburg, Va.	12,158	45
	Mitchell, S. D.	12,123	200
	Cairo, Ill.	12,123	122
	Kearney, Neb.	12,115	169
	La Salle, Ill.	12,083	70
	Pullman, Wash.	12,022	250
	Snyder, Tex.	12,010	212
	Gainesville, Ga.	11,936	47
	Sanford, Fla.	11,935	105
	Brawley, Calif.	11,922	98
	Frankfort, Ky.	11,916	47
	Beaver Dam, Wis.	11,867	53
	Seminole, Okla.	11,863	52
	Beatrice, Neb.	11,813	80
	Miami, Okla.	11,801	80
	Albemarle, N. C.	11,798	55
	Pendleton, Ore.	11,774	215
	Visalia, Calif.	11,749	160
	Ocala, Fla.	11,741	85
	DeKalb, Ill.	11,708	58
	Coshocton, Ohio	11,675	62
	Athens, Ohio	11,660	67
451	Opelousas, La.	11,659	128
452	Sikeston, Mo.	11,640	120
453	Moultrie, Ga.	11,639	149
454	Mexico, Mo.	11,633	100
455	Newton, Kan.	11,590	150
456	Watsonville, Calif.	11,572	65
457	Tupelo, Miss.	11,527	88
458	Dixon, Ill.	11,523	55
459	Houma, La.	11,505	46
460	Sheridan, Wyo.	11,500	375
461	Du Bois, Pa.	11,497	56
462	Ironwood, Mich.	11,466	181
463	Bend, Ore.	11,409	250
464	Mount Pleasant, Mich.	11,392	70
465	Americus, Ga.	11,389	120
466	Lock Haven, Pa.	11,381	96
467	Camden, Ark.	11,372	205
468	Norfolk, Neb.	11,335	71
469	Independence, Kan.	11,335	140
470	Bozeman, Mont.	11,325	343
471	Defiance, Ohio	11,265	49
472	Dodge City, Kan.	11,262	210
473	Anaconda, Mont.	11,254	370
474	Gainesville, Tex.	11,246	63
475	Helena, Ark.	11,236	61
476	Port Angeles, Wash.	11,233	63
477	Carthage, Mo.	11,183	116
478	Madisonville, Ky.	11,132	91
479	Oskaloosa, Iowa	11,124	72
480	Hoquiam, Wash.	11,123	85
481	Kirksville, Mo.	11,110	130
482	Santa Paula, Calif.	11,049	57
483	El Dorado, Kan.	11,037	125
484	Harrisburg, Ill.	10,999	110
485	Henderson, N. C.	10,996	76
486	Washington, Ind.	10,987	49
487	Carbondale, Ill.	10,921	76
488	Columbia, Tenn.	10,911	42
489	Garden City, Kan.	10,905	250
490	Dyersburg, Tenn.	10,885	65
491	Rock Springs, Wyo.	10,857	123
492	Harrisonburg, Va.	10,810	97
493	Springfield, Ore.	10,807	147
494	Pascagoula, Miss.	10,805	96
495	Sheffield, Ala.	10,767	103
496	Mission, Tex.	10,765	219
497	Elizabethton, Tenn.	10,754	97
498	Lamesa, Tex.	10,704	269
499	Jamestown, N. D.	10,697	293
500	Red Wing, Minn.	10,645	44
501	Bath, Me.	10,644	121
502	Ashland, Wis.	10,640	158
503	Macomb, Ill.	10,592	72
504	Durant, Okla.	10,541	90
505	Madera, Calif.	10,497	138
506	Caldwell, Ida.	10,487	312
507	Barnstable, Mass.	10,480	58
508	Marion, Ill.	10,459	91
509	Santa Maria, Calif.	10,440	142
510	Cadillac, Mich.	10,425	100
511	McComb, Miss.	10,401	91
512	Ruston, La.	10,372	142
513	Cambridge, Md.	10,351	58
514	Fort Scott, Kan.	10,335	98
515	Charles City, Iowa	10,309	92
516	Richmond, Ky.	10,268	87
517	Winfield, Kan.	10,264	94
518	Redding, Calif.	10,256	193
519	Dublin, Ga.	10,232	120
520	Bellefontaine, Ohio	10,232	45
521	Pasco, Wash.	10,228	181
522	Owatonna, Minn.	10,191	62
523	Albany, Ore.	10,115	210
524	Chanute, Kan.	10,109	82
525	Kennewick, Wash.	10,106	181
526	Ottawa, Kan.	10,081	49
527	Mercedes, Tex.	10,081	226
528	Fulton, Mo.	10,052	97
529	Hanford, Calif.	10,028	169
530	Sanford, N. C.	10,013	53
531	Bemidji, Minn.	10,001	190
532	San Marcos, Tex.	9,980	46
533	Presque Isle, Me.	9,954	330
534	Los Alamos, N. M.	9,934	58
535	Natchitoches, La.	9,914	198
536	Huntsville, Tex.	9,820	70
537	Minden, La.	9,787	202
538	Corinth, Miss.	9,785	75
539	Morgan City, La.	9,759	72
540	Yazoo City, Miss.	9,746	162
541	Kalispell, Mont.	9,737	375
542	Altus, Okla.	9,735	122
543	Union, S. C.	9,730	49
544	Washington, N. C.	9,698	155
545	Iron Mountain, Mich.	9,679	189
546	Paragould, Ark.	9,669	73
547	Jennings, La.	9,663	157
548	Kilgore, Tex.	9,638	113
549	Brattleboro, Vt.	9,606	84
550	Ludington, Mich.	9,506	88
551	Malone, N. Y.	9,501	129
552	Baker, Ore.	9,471	290
553	Cedartown, Ga.	9,470	52
554	Cordele, Ga.	9,462	129
556	Shelbyville, Tenn.	9,456	49
557	Douglas, Ariz.	9,442	208
558	Bay City, Tex.	9,427	61
559	Willmar, Minn.	9,410	92
560	Rolla, Mo.	9,354	99
561	New Ulm, Minn.	9,348	78
562	Beeville, Tex.	9,348	83
563	Abbeville, La.	9,338	125
564	Miles City, Mont.	9,243	495
565	Rockland, Me.	9,234	151
566	Winchester, Ky.	9,226	81
567	Pulaski, Va.	9,202	90
568	Blackwell, Okla.	9,199	85
569	Lumberton, N. C.	9,186	110
570	Pulatka, Fla.	9,176	46
571	Andalusia, Ala.	9,162	152
572	Yuma, Ariz.	9,145	153

(Continued on page 94)

coast-to-coast service

TV spots, shorts, package shows Interesting TV shorts and package shows that sell merchandise . . . unusual and ingenious effects for any length TV spots . . .

motion pictures Vogue Wright has some of the ablest script writers in the business . . . plus producing facilities in Chicago, New York and Hollywood . . . resulting in new approaches in films such as the new safety film just completed for Kaiser-Frazer Sales Corp. . . .

slide films Expert counsel and guidance in all forms of visual training aids . . . of particular interest in these days of "hard selling" . . . let our representative arrange a screening of slide films produced for some of America's largest and best known companies . . .

Vogue Wright Studios
DIVISION OF ELECTROGRAPHIC CORPORATION
CHICAGO: 237 East Ontario Street
HOLLYWOOD: Sam Goldwyn Studios, 1041 N. Formosa Avenue
NEW YORK: 225 Fourth Avenue

List of Cities

(Continued from page 93)

Line Position	Location	1950 Population	Distance to nearest TV station
573	Raymondville, Tex.	9,136	102
574	Gallup, N. M.	9,133	122
575	Elkins, W. Va.	9,121	108
576	Taylor, Tex.	9,071	100
577	Sulphur Springs, Tex.	8,991	73
578	Mayfield, Ky.	8,990	112
579	Weston, W. Va.	8,945	102
580	Columbus, Neb.	8,884	75
581	Marshall, Mo.	8,850	70
582	Milledgeville, Ga.	8,835	81
583	Paris, Tenn.	8,826	90
584	Rhinelander, Wis.	8,774	175
585	Delano, Calif.	8,717	125
586	Chillicothe, Mo.	8,694	72
587	McPherson, Kan.	8,689	107
588	Danville, Ky.	8,686	67
589	Kennett, Mo.	8,685	72
590	Uvalde, Tex.	8,674	81
591	Laurens, S. C.	8,658	73
592	Centralia, Wash.	8,657	75
593	De Land, Fla.	8,652	92
594	Manistee, Mich.	8,642	105
595	La Grande, Ore.	8,635	258
596	Maysville, Ky.	8,632	51
597	Hays, Kan.	8,625	250
598	Williamson, W. Va.	8,624	50
599	Athens, Tenn.	8,618	112
600	Caruthersville, Mo.	8,614	70
601	Olney, Ill.	8,612	112
602	Conway, Ark.	8,610	147
603	Jacksonville, Tex.	8,607	104
604	Hope, Ark.	8,605	192
605	Montpelier, Vt.	8,599	148
606	Coldwater, Mich.	8,594	46
607	Troy, Ala.	8,555	124
608	St. Albans, Vt.	8,552	155
609	Ellensburg, Wash.	8,430	95
610	Tucumcari, N. M.	8,419	163
611	Roseburg, Ore.	8,390	310
612	Hillsboro, Tex.	8,363	52
613	Alma, Mich.	8,341	44
614	Creston, Iowa	8,317	82
615	Levelland, Tex.	8,264	261
616	Artesia, N. M.	8,244	200
617	Raton, N. M.	8,241	177
618	Fairmont, Minn.	8,193	110
619	Eunice, La.	8,184	146
620	Russellville, Ark.	8,166	171
621	Roanoke Rapids, N. C.	8,156	80
622	Fitzgerald, Ga.	8,130	143
623	Grants Pass, Ore.	8,116	325
624	Front Royal, Va.	8,115	58
625	Portales, N. M.	8,112	195
626	Longmont, Col.	8,099	355
627	Havre, Mont.	8,086	545
628	Malvern, Ark.	8,072	176
629	Pecos, Tex.	8,054	310
630	Hammond, La.	8,010	45
631	Nevada, Mont.	8,009	88
632	Bennington, Vt.	8,002	44
633	Elk City, Okla.	7,962	109
634	College Station, Tex.	7,925	83
635	Worthington, Minn.	7,923	150
636	Alliance, Neb.	7,891	362
637	Rumford, Me.	7,888	149
638	Yuba City, Calif.	7,861	98
639	Oelwein, Iowa	7,858	101
640	Brookhaven, Miss.	7,801	117
641	Mineral Wells, Tex.	7,801	50
642	Brookings, S. D.	7,764	178
643	Carrollton, Ga.	7,753	42
644	Wellington, Kan.	7,747	108
645	Corbin, Ky.	7,744	127
646	Maryville, Tenn.	7,742	137
647	Ashland, Ore.	7,739	305
648	Thibodaux, La.	7,730	47
649	La Junta, Col.	7,712	264
650	Yankton, S. D.	7,709	137
651	Cherokee, Iowa	7,705	107
652	Cloquet, Minn.	7,685	123
653	Livingston, Mont.	7,683	343
654	McCook, Neb.	7,678	255
655	The Dalles, Ore.	7,676	150
656	Union City, Tenn.	7,665	98
657	Flagstaff, Ariz.	7,663	120
658	Knoxville, Iowa	7,625	55
659	Centerville, Iowa	7,625	98
660	Childress, Tex.	7,619	173
661	Forrest City, Ark.	7,607	52
662	McMinnville, Tenn.	7,577	66
663	Lake City, Fla.	7,571	70
664	Bainbridge, Ga.	7,562	186
665	Tullahoma, Tenn.	7,562	63
666	Clinton, Okla.	7,555	81
667	Newberry, S. C.	7,546	76
668	Sterling, Col.	7,534	376
669	Pratt, Kan.	7,523	155
670	Cullman, Ala.	7,523	47
671	Cuero, Tex.	7,498	79
672	Dickinson, N. D.	7,469	477
673	Durango, Col.	7,459	166

(Continued on page 112)

Originating Station
JOHNS HOPKINS SCIENCE REVIEW

ask any Baltimore time buyer about

WAAM

TELEVISION

CHANNEL 13

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
Chicago NEW YORK San Francisco
DUMONT-ABC AFFILIATE

PEARSON CHEMICAL Co. signs as sponsor for NBC-TV *Lights Out.* L to r: Stuart Smith, acct. exec., Harry B. Cohen Adv.; Edward R. Hitz, network and ern sls. mgr.; Lester Amster, Pearson pres., and Robert Button, NBC-TV

ALVIN BAUMER, pres., Baumer Foods, signs for WDSU-TV New Orleans' *The Range Rider*, in presence of Ray McGuire (l), asst. coml. mgr., WDSU, and Helion Dickson, v. p., Stone-Stevens Adv. Sponsorship alternated with McKenzie Bakeries.

WILLIAM E. WRIGHT, Wright [illegible] Assoc., signs with WGN-TV Chicago for *Movie Quiz Quiz*. Standing (l to r) are Walter Schwimmer, Walter Schwimmer Productions; Ted Weber, WGN sls. dir.; Milton Blink, exec. v. p., United Television Programs.

HERBERT S. ROSEN (seated, r), v. p., Helene Curtis Inc., signs twice weekly sponsorship of DuMont's daily *Rumpus Room*. Johnny Olsen (seated, l) is program star. Standing: Walter Mishoff (l), Curtis sls. mgr., and Jack Bacham, DuMont asst. sls. dir.

PETER D. BROWN (seated), pres. Sealy Mattress Co., signs $30,000 contract for *Sunday Matinee* over WXYZ-TV Detroit. Standing (l to r) John Pival, WXYZ-TV mgr.; R. K. Hughes, radio-TV dir., Simons-Michelson Adv., Kolman Sachse of Sealy

LARAINE DAY signs with Dodge Dealers Assn. of New York, for sponsorship of her *Day with the Giants* over WPIX (TV) New York. Looking on (l to r) are John F. Noone, WPIX sls. dir.; Edward Taylor, Dodge reg. dir., and Meyer Lasker, pres., dealers association.

Errata to FCC's Sixth Report and Order Lifting the Television Freeze

LOWING is list of corrections reported last week by FCC to its Report and Order which lifted the TV freeze and finalized the mission's re-allocation of channels. Sixth Report was published in Part II of BROADCASTING • TELECASTING, April 14.

re number of B•T's Part II supplement is given in brackets to where FCC correction is made. Corrections reported by the Com- and caught before B•T's Part II supplement went to press are listed. FCC corrections are as follows:

agraph 163, last line, change sphere to troposphere. [Page 17].
agraph 255(b), line three, delete [Page 32].
agraph 256(c), Plan No. 3 of table, ay-Schenectady-Troy, add * before [Page 32].
agraph 376(g), Plan 1 of Table, e *12† to *12; Plan 2 of Table, Channel 34 to 35; Plan 3 of underline (†) Flex. channel. e 46].
agraph 404(e), Plans 1 and 2, napolis, change *12 to *12†; Plan mington, Ind., change 46 to 35; 3, Cincinnati, Ohio, change 13 to Plan 3, Clarksburg, West Va., add the VHF Channel column. [Page

er paragraph 416 and Columbus, insert 417 before (a). [Page 49].
agraph 480, fifth line, change 60 [Page 56].
agraph 497(e), Flint, Michigan, sed changes, VHF Channel No., e comma after 12 and move 12 over e VHF column. [Page 58].
agraph 507(e), Table, next to last Proposed Changes, change *20† to [Page 59].
agraph 521(d), Table, Hannibal, change 3 to 3†; Milwaukee, Wis., ge *8 to *8†. [Page 61].
agraph 528(c), Table, Urbana, Ill., e underline (†) under *27. [Page

agraph 547(i), Table, Des Moines, delete underline (†) under 11. e 63].
agraph 547(o), Table, Des Moines, delete (†) under *17. [Page 65].
agraph 584, change Eau Clair to Claire. [Page 69].
agraph 588(h), Table, Kansas City, delete underline (†) under *19. e 70].
agraph 617, last line, change IED to denied. [Page 73].
agraph 625(g), lines 2 and 3, de- word station. [Page 74].
agraph 665, footnote 139, change and add Pa. [Page 78].
hange Johnstown to Johnston in wing: Paragraph 767(f), 6th line e 92]. Paragraph 768(d), 5th line e 92]. Paragraph 793(b) 2nd, and lines [Page 94]. Paragraph 793(d) line [Page 94]. Paragraph 797 1st of Table [Page 95]. Paragraph 798 line [Page 95]. Paragraph 801(c) line. [Page 95].
agraph 821(c), Table, Melbourne, delete underline (†) in VHF Chan- column. [Page 99].
agraph 848(b), Table, change more to Claremore. [Page 102].
agraph 851(b), Table, Boulder Colorado, Plan 2, delete *9 and 22. e 102].
agraph 851(g), third line from end, in after is and before conflict. e 102].
agraph 871, third line from end, te City. [Page 104].
agraph 932(c), Table, delete un- lines (†) under *3, *46, and *12. e 109].
agraph 971(f), Table, Tijuana, ico, add underline (†) under 39, 45, 7, 63. [Page 116].
ppendix C(1), Sec. 1.371, Par. (j), e I, add the word all after the word ns. [Page 124].
ppendix D, Sec. 3.606(b), Idaho, nge Couer d'Alene to Coeur d'Alene. e 132].
ppendix D, Sec. 3.606(b), Territories Possessions, correct alphabetical er of listing of cities. [Page 136].
ppendix D, Table of contents, bot- of page change Appendix A to Ap- ix I. Appendix B to Appendix II. ppendix C to Appendix III [Page 131].
ppendix D, page iv, lines I, II, III, and VI, change Appendix C to Ap- ix III. [Page 131].
ppendix D, Section 3.610(a) (1) (i) (iii), last line, change Appendix A ppendix I. [Page 136].
ppendix D, Section 3.611(d) (1), last , Section 3.611(d) (3) and (4), third , and Section 3.611(d) footnote 7, e line, change Appendix B to Ap- ix II. [Page 137].
ppendix D, Section 3.614(a), 4th line from end [Page 137] Section 3.614(b) (1), next to last line [Page 138]. Section 3.614(b) (2), last line [Page 138]. Section 3.682(a) (4) and (9), last line [Page 143]. Section 3.684(c) 3rd line [Page 144]. Section 3.685(e) (2) and (3) next to last line [Page 145]. Section 3.687(a) (1), 5th line and footnote 27. Section 3.687 (a) (4) 3rd and last line. Section 3.687(b) 12th and 15th line [Page 146], change Appendix C to Appendix III.

Appendix A (of Appendix D), Fig. 1, change Appendix A to Appendix I. [Page 149].

Appendix B (of Appendix D) Table I, change Appendix B to Appendix II. Table II and III delete Appendix B. [Pages 151-154].

Appendix C (of Appendix D), Fig. 1, change Appendix C to Appendix III. [Page 155].

Appendix E: Flagstaff, Arizona, last column add 239. [Page 163]. Centralia, Illinois, first column add 529. [Page 163]. Johnstown, Pa. last column add 374. [Page 164]. Kirksville, Mo., first column add 527. [Page 163]. Adams, Wis. first column add none. [Page 164]. Chilton, Wis. first column add none. [Page 164]. Park Falls, Wis. first column add none. [Page 164]. Shell Lake, Wis. first column add none. [Page 164]. Cheyenne, Wyo. first column add none. [Page 164]. Rawlins, Wyo., first column add none. [Page 164].

In addition to the FCC corrections, the following corrections should be made to Part II of B•T, April 14:

Page 132, third column, following Washington, D. C., channels should read: 4, 5, 7, 9, 20, *26.

Page 137, fourth column, fourth line from top of page, should read: $D = (L^2_{ft} + L^2_{ft})^{1/2}$.

Page 144, second column, Section 3.683(b) (4) should read: In determining compliance with Section 3.685(a) . . .

NEW daily five-minute program, KNBH (TV) Hollywood *Fish and Game Editor*, features Frank Jaffray with news report on fresh and salt water fishing, dog trials, trap and skeet shooting events in California.

PROVIDENCE TV

Planned 'for Citizens'

PLANS for a citizen-owned television station are to be aired tonight (Monday) at a public meeting in Providence, R. I., according to Phil Ostrow and Dave Stackhouse, principals in Television Assoc., the proposed station applicant. After incorporation, "with a roster of responsibile citizens as officers and board of directors," Television Assoc. will sell shares to the public, they explained.

Mr. Ostrow, president of Albright Motors, and Mr. Stackhouse, announcer at WJAR Providence for ten years, reported 50 persons already have "voluntarily requested to be enrolled" in the venture with stock $10 per share, of which $1 will be collected initially to cover organization work.

JACK BENNY, star of CBS Radio-TV *Jack Benny Show*, starts five weeks personal appearance tour of Great Britain, June 16.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Summer success storyboard

Red Skelton portrays "The Astonished Advertiser"

This is an advertiser—contented, experienced, secure in the knowledge . . .

And, like many otherwise astute advertisers, perhaps he falls for the TV climatic fallacy—its effectiveness bounded by fall, winter and spring? Well - - -

The average TV family spends only 4½ summer days communing with nature—on vacation, that is.

In the New York market alone the typical summer advertiser obtained 46,000 extra customers through his TV advertising. Amazing? Well - - -

Even more, NBC has its new summer discount plan—and an array of sizzling summer shows to go with it.

That television, today, is the most profitable advertising medium ever evolved.

But, does he know that it stays profitable all year long?

In the average summer week, 94.8 of the TV families are available—and owners watch almost 2 hours every day.

Brands which advertised on TV last summer averaged 28% higher sales among program viewers compared to non-viewers—and does he know . . .

All told, no smart advertiser can afford to avoid the fantastic facts of NBC-TV's effectiveness, measured by the only true thermometer: results.

Now that Red Skelton (he with the 49.9 Nielsen Sunday night rating) has been warmed up on the subject of Summer Television, perhaps you, too, would like to hear more.

The whole red-hot story is in NBC's new research study, "Summer Television." It's yours for the asking—as well as full details on programming and rates . . .

NBC *television*

No. 1 Medium for your Sales Success

film report

Production . . .

George Fox Corp., Hollywood, plans a half-hour TV film series, *This Is Hawthorne*, starring **Jim Hawthorne**, comedian currently heard nightly on KNX Los Angeles. The format concerns a research leg-man whose work for an encyclopedia publishing company sends him globe-hopping. Film actors **Thurston Hall** and **Jimmy Conlin** head the supporting cast. The series, to be produced by president **George Fox**, starts in early July with 26 films to be completed by October and a total of 78 films by September 1953. **Eddie Cline**, recently with Arena Stars Inc. in charge of Spike Jones' tours and TV appearances, will direct from scripts by **Fred Beck**, newspaper columnist, and **Arthur Hoerl**, motion picture-TV writer.

* * *

Palomar Productions, Los Angeles, has acquired TV film rights to *Danger in the Cards*, book written by **Michael MacDougall**, a gambling and fraud investigator. Mr. MacDougall will narrate 13 half-hour TV film series and act as technical advisor with screen writers, **Earl Younker** and **Ray Gregori**, adapting scripts. Possible alternate title is *The Payoff*. Kefauver investigations, Hollywood's $1 million gin rummy scandal and Miami's Roney-Plaza swindle are among cases to be dramatized. Negotiations are being concluded for Hollywood name star to enact leading role. Production will start September 1 at either Motion Picture Center, Hollywood, or at Churubusco Studios, Mexico City.

* * *

Motion Picture Center Television Corp., Hollywood, has been formed for the production of half-hour TV film series. Firm is headed by **Albert Zugsmith**, president American Pictures, as president; **Gerald Mohr**, radio-film actor, vice president; **Ruth Zugsmith**, secretary; **Joseph Justman**, head of Motion Picture Center, treasurer. First series of 13, as yet untitled, will star Mr. Mohr with **Peggie Castle** and **Laurette Luez**, film actresses, signed to each enact feminine lead in first two films, all of which are budgeted at $20,000 or under. **Alfred E. Green**, director of "The Jolson Story," will direct series with **Ralph Black** as production manager.

* * *

Jerry Courneya Productions, Los Angeles, is starting 26 more quarter-hour TV films in its *Adventures of Noah Beery Jr.* series, starring TV-film actor **Noah Beery Jr.** A group of 13 is already completed.

* * *

John F. Link Productions, Hollywood, is making a 13 quarter-hour TV film series, *The Connoisseur*, dealing with fish and game. Mr. Link is the producer-director.

* * *

Crown Pictures International, Hollywood, is preparing recently acquired feature film, "Alice in Wonderland," for television presentation on Thanksgiving and Christmas Day this year. **Stewart O'Brien** will cut and edit the film which is part live and part animated action.

* * *

Screen Gems Inc., Hollywood, is completing *Thomas Jefferson*, half-hour TV film in NBC-TV *Cavalcade of America* series for **duPont.** The cast includes **Brandon Rhodes, Raymond Greenleaf, Don Randolph, Barbara Woodell** and **John Hamilton.** Producer-director is **Jules Bricken.**

* * *

Voglin Corp., Hollywood, is completing eight TV film commercials, ranging from two minutes to 30 seconds, for **Gruen Watch Co.**, Cincinnati, through **McCann-Erickson Inc.**, Hollywood. Appearing in the films are **Dennis O'Keefe, Edmond O'Brien** and **Lizabeth Scott**, film stars, and **Bob Garred**, ABC radio newscaster.

* * *

Film People . . .

Signed for **Pennant Productions**, Hollywood, initial film, "Flight From Tyranny" in *Date With Destiny* half-hour TV film series is **Zsa Zsa Gabor**, film actress and panel member of KNXT (TV) Hollywood's *Bachelor's Haven*. **Harold Schuster** will direct from a script by **Robert Hill.** Production is scheduled for late June.

* * *

Gene Autry's Flying A Pictures, Hollywood, has signed **Brad Johnson**, film actor, to portray Lofty Craig in *Annie Oakley*, 52 half-hour TV western film series. Enacting the title role is **Gail Davis** with **Lou Gray** producing.

* * *

W. A. Hillhouse, television director for **Alexander Film Co.**, Colorado Springs, named sales promotion manager. Succeeding him is **Earl D. Austin**, special television representative.

* * *

Doug Jenkins, vice president, **Bracken Television Productions**, Los Angeles, is currently with the Army Public Information Office in the Far East, completing a series of filmed interviews in that area, which are now being seen on West Coast TV.

* * *

Jack Barron, makeup supervisor, **Revue Productions**, Hollywood, father of twins, Jack Jr., and Jerilyn, May 10.

DISCUSSING standardization of spot TV film mechanics at New York meeting May 13 sponsored by National Assn. of Radio and TV Station Representatives Inc., are (l to r): George Brett, Katz Agency Inc.; T. F. Flanagan, NARTSR managing director; Robert Eastman, John Blair & Co.; Martin Beck, Katz Agency; Fred Nuberth, Avery-Knodel Inc.; William Eastham, Lewis Bros., and Jones Scovern, Free & Peters Inc.

KEYL (TV) TOWER

To Go Up This Summer

SCHEDULED for late summer completion, KEYL (TV) San Antonio's new $65,000 tower and antenna will make the station the most powerful in Texas during 1952, according to George B. Storer Jr., managing director.

The 101 ft., six-day GE antenna to be erected on a new 76 ft. tower atop San Antonio' Transit Tower, will place the antenna tip at 554½ ft. above ground level, William J. Jackson, chief engineer, said, adding that the station's power will be doubled from 17 to 35 kw. KEYL will operate during the ten-day change-over, he said.

CBS-TV Billings

TOTAL of $6,175,000 in new billings has been booked for four major advertisers on CBS-TV Network, Fred M. Thrower, CBS-TV vice president in charge of network sales, announced Monday.

New business is from Pepsodent Div. of Lever Bros. [B•T, May 19]; Campbell Soup Co. [B•T, May 12]; American Cigarette & Cigar Co. for Pall Mall [B•T, May 12], and Owens-Corning Fiberglass Corp. [B•T, May 19].

FILM SPOTS

Plan Afoot to Standardize

MOVE to standardize and simplify requirements for 10-second television identification spots was instituted last week by station representatives and advertising agencies in order to reduce production problems and encourage the development and sale of such announcements.

First phase of the program is to standardize film spots, and later to adopt formulas for telops and slides, according to John W. Brooks of Free & Peters, national representative, and television committee chairman for the National Association of Radio-Television Station Representatives.

In a plan for film spots, adopted by major agency officials at a meeting in New York May 13, the agencies agreed to reserve the upper right hand quarter of the screen for station use, with advertising copy to be placed in the other three quarters. As for timing, it was agreed that 1¼ seconds be used for the opening with 6½ seconds for copy. Two seconds will be given to station identification and ¼ second to the closing.

Also it is hoped that 16mm film will be adopted by each station and that broadcasters will permit superimposition of station identification over advertising film, to avoid preparation of a different version of the same film commercial for every station which carries it.

The suggestions approved by agencies are to be submitted to the NARTSR board at its next meeting, expected to be called "shortly," then to the full membership and, through them, to the stations. The object is to receive wide enough acceptance of the standards to reduce agency production problems and still permit some flexibility for station procedure.

Ordinarily, securing specific data for each station's identification format and assembling a commercial within the deadline is time-consuming and costly.

RANGERTONE
BEST FOR TV FILMS
USED BY
"Life" with Art Linkletter
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J.

EATTLE RELAY

CBS-TV Announces Plans

ANS for interconnection of S Television affiliate KING-TV ttle with the AT&T transcon- tal microwave system terminal San Francisco, so that Wash- on state audiences will be able receive live coverage of political ventions in Chicago this sum- r, were announced by CBS-TV Monday [B•T, May 19].

Work is being facilitated by a rantee of construction costs, le jointly by CBS Television Westinghouse Electric Corp., nsor of CBS-TV convention erage, and Otto Brandt, vice sident and general manager of NG-TV, is helping to coordinate project. AT&T facilities now end from San Francisco to rtland, Ore., with a microwave being extended to Seattle, a ance of 147 miles.

BS-TV spokesmen identified ir network as the only one which provide convention coverage m Boston to San Diego and from ttle to Miami, the latter being m KING-TV to WTVJ (TV) ami.

EDICAL MEETING

Coast-to-Coast TV Slated

WO half-hour coast-to-coast tele- sts will be presented of the erican Medical Association con- tion, to be held in Chicago next nth. Both programs will be spon- ed by Smith, Kline and French bs., Philadelphia pharmaceutical m, it was announced by NBC net- k last week.

To be narrated by Dr. Roy K. rshall, the programs are sched- ed for the NBC-TV network at 0-10 p.m. EDT June 10 and 0-10:30 p.m. EDT June 11, origi- ting at the 101st annual AMA nvention, to be held June 9-13.

mpire State TV Guild

ITIAL meeting of the Empire ate Television Guild, an organ- ation formed to continue friend- ips started during planning and nstruction of the multiple TV ntenna atop the Empire State ldg., was held in New York's arvard Club Tuesday. The first nual dinner meeting was at- nded by some 40 scientists, en- neers and businessmen, with all tending given certificates of mbership.

uid Pro Quo

AS A MEANS of impressing upon advertisers and agen- cies the on-the-air promotion given their shows, WCBS-TV New York sent them "bogus" invoices showing how much these announcements would cost at regular rates. By way of fair play, one sponsor promptly paid his $3,250 "bill" in phony money.

Cities Allocated Five or More Channels

(Continued from page 82)

City	Present No. of TV Stations	Total Allocated in April 14th Report	Heights of Existing Antennas Above Average Terrain
Jacksonville	1	5	477 ft.
Miami	1	6	306 ft.
Atlanta	3	5	531, 546, 932 ft.
Champaign-Urbana, Ill.	None	5	None
Chicago	4	10	390, 585, 627, 667 ft.
Note: Two of present stations are located on Civic Opera Bldg. which is 555 ft. tall, one is on Tribune Tower which is 462 ft. tall, and one is on Amer. Nat. Bank Bldg. which is 479 ft. tall. There are 20 buildings in Chicago over 400 ft. tall, nine of which are over 500 ft. tall. The tallest are: Board of Trade 605 ft., Pittsfield 557 ft., Civic Opera 555 ft., Field 535 ft., One LaSalle St. 530 ft.			
Indianapolis	1	6	428 ft.
Davenport-Rock Is.	2	5	342, 370 ft.
Des Moines	None	5	None
Louisville	2	6	510, 529 ft.
New Orleans	1	7	395 ft.
Baltimore	3	6	405, 530, 540 ft.
Note: Mathieson Bldg. on which one of present stations is located is the tallest building (495 ft.). Next tallest is 330 ft.			
Boston	2	7	501, 547 ft.
Note: Present antennas located outside of built up center of city. Tallest buildings in Boston are U. S. Customs House (496 ft.) and John Hancock Bldg. (495 ft.).			
Detroit	3	6	500, 500, 658 ft.
Note: Tallest buildings are Penobscott (557 ft.), Union Guardian (482 ft.), Book Tower (472 ft.), David Scott (436 ft.), Fisher (420 ft.) and Barlum Tower (416 ft.)			
Duluth-Superior	None	5	None
Minneapolis-St. Paul	2	7	490, 563 ft.
Note: In Minneapolis, Foshay Tower is by far the tallest (477 ft.), Municipal Bldg. is 355 ft., North Western Bell Tel. 350 ft. and Rand Tower 311 ft. In St. Paul, First Nat. Bank Bldg. is 501 ft. not including 100 ft. sign. One of the existing stations is on Foshay Tower.			
Kansas City	1	6	745 ft.
Note: Taller bldgs. are K.C. Light & Power (503 ft.), Fidelity (434 ft.), City Hall (418 ft.), Telephone (382 ft.)			
St. Louis	1	7	530 ft.
Note: Taller bldgs. are Civil Courts (375 ft.), Bell Telephone (369 ft.) and Park Plaza Hotel (310 ft.).			
Omaha	2	6	590, 591 ft.
New York	6	8	975 to 1,445 ft.
Note: WOR in North Bergen, N. J. is at 975 Height. All others on Empire State Building.			
Rochester	1	5	497 ft.
Note: Present antenna is located on Pinnacle Hill. Tallest building is Eastman Kodak (366 ft.).			
Cincinnati	3	6	650, 670, 695 ft.
Note: Tallest buildings are Carew Tower (574 ft.) and Union Central (495 ft.).			
Cleveland	3	6	619, 640, 725 ft.
Special Note: Present TV antennas appear to be located outside of built up center of city. Cleveland has one building that towers above the others as markedly as the Empire State Bldg. stands out in New York City. The Terminal Tower is 708 ft. high and is the tallest building in the U. S. outside of New York City. The next building in height is 360 ft.			
Columbus	3	5	455, 485, 545 ft.
Note: Tallest building in Lincoln-Le Veque Tower (555 ft.). One station is at present transmitting from it.			
Oklahoma City	1	5	935 ft.
Note: Tallest buildings are First National (447 ft.) and Apco Tower (440 ft.).			
Tulsa	1	5	490 ft.
Note: Tallest buildings are National Bank (400 ft.) from which present station is transmitting and Philtower (343 ft.).			
Portland, Ore	None	6	None
Philadelphia	3	7	650, 660, 719 ft.
Note: At least two of the present stations are transmitting from points outside the built up center of the city. The tallest structure is Wm. Penn Statue atop City Hall (548 ft.). Tall buildings are Phila. Saving (491 ft.), Lincoln-Liberty (473 ft.), Guard. Trust (398 ft.), Lewis Tower (389 ft.), Fidelity Philadelphia Trust (377 ft.).			
Pittsburgh	1	6	818 ft.
Note: The terrain may require use of a hill rather than a building. However, taller buildings are Gulf (582 ft.), Cathedral of Learning (535 ft.), U. S. Steel-Mellon (500 ft.).			
Chattanooga	None	5	None
Memphis	1	6	640 ft.
Note: The Sterick Building is reported to be 465 ft. tall including 100 ft. sign.			
Nashville	1	6	680 ft.
Dallas	2	6	350, 463 ft.
Note: Tallest building is Merchantile Nat. Bank (551 ft.). After that comes Magnolia Petroleum (430 ft.), Bell Telephone (377 ft.), Republic Bank Bldg. (323 ft.).			
El Paso	None	6	None
Houston	1	6	500 ft.
Note: Two tallest buildings are Gulf (428 ft.), Neils Eperson (409 ft.). Neither is presently used.			
Lubbock	None	5	None
San Antonio	2	6	440, 480 ft.
Salt Lake City	2	6	416, 542 ft.
Norfolk	1	5	367 ft.
Seattle	1	6	408 ft.
Note: The L. C. Smith Bldg. (500 ft.) is far taller than any other. Next building is Northern Life Tower (314 ft.).			
Milwaukee	1	6	340 ft.
Note: The present Milwaukee station, WTMJ-TV, has published a budget of future expenses including an item of $292,000 for a 1,000 foot antenna. The tallest existing buildings in Milwaukee are the City Hall (350 ft.) and the Wisconsin Telephone Co. (313 ft.).			

KGO-TV EXPANDS

Adds New Studios

ABC has added two new downtown studios to its Radio City operation, for use of KGO-TV San Francisco, to add 1,600 sq. ft. floor space and a complete kitchen for its daily *Chef Cardini Show*, according to Vince Francis, station manager.

He said the new studios will give better service to advertisers and keep abreast of demands for more space. KGO-TV had been operating exclusively from its transmitter site on Mt. Sutro, he said.

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please send ..... copies of the Final Television Allocations Report at $3.00 each.

☐ M/O, check ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

SOMETHING new in political broadcasts was given to listeners of WCCC Hartford, Conn., according to station report, when it aired tape-recorded telephone interviews between Sen. Robert A. Taft (R-Ohio) and members of the League of Women Voters, with the Senator talking on the Korean situation, labor and the economic program.

ADS, PUBLICITY PAY

COMBINATION of ads and publicity paid off for WCKY Cincinnati in its Ohio-Kentucky-Indiana talent opportunity contest. Buying half and quarter-page ads in weeklies and dailies in towns where 21 contests were to be held and releasing publicity stories with them, the station realized a response of 1,500 amateurs in 650 acts and awarded $1,665 in prizes.

WIP HONORS SHOWMAN

CONTEST staged by WIP Philadelphia to determine winner of station's first annual Showmanship Award, resulted in Buddy Greco, a singer who hails from Philadelphia, being named the outstanding male vocalist in the country. Gold plated trophy was presented to him by Benedict Gimbel Jr., president and general manager of the station. Special salute to the winner was aired by WIP on May 18.

CANADIAN TALENT

NEW talent show, *Stars of Excellence*, produced to give young Canadian entertainers their first opportunity to meet large audiences is being telecast on WBEN-TV Buffalo. Initial show of the series, sponsored by Peller Brewing Co. Ltd., will be seen May 30.

MYSTERY CONTEST

"HANDS of Mystery" contest on behalf of the California Institute for Cancer Research is being broadcast on *Lee Hogan Presents* on KNBH (TV) Hollywood. Contestant is given a chance to identify hands of famous celebrity after pledging his support to the institution whose goal is $250,000.

SOONER or LATER
some aggrieved listener accuses you of
LIBEL OR SLANDER
and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange — Kansas City, Mo.

programs promotion premiums

'WFIL-ADELPHIA' PROMOTION

FOLDER stating "If yours is a product of value to people you'll find WFIL of value to your product," has been distributed by that Philadelphia station. Success story quoting Norman Porreca's favorable opinion of radio advertising's effect on his appliance business is used to substantiate station's sales result claims.

MARKET STATISTICS

PICTORIAL book titled *Palm Beach County Story* is being mailed to agencies throughout the country by WJNO West Palm Beach. Copy outlines area's agriculture, industry, resorts and climate to impress on the reader "that this is a market with a future." Coverage map and breakdown of population data are attached to the folder.

TEACHERS INSPECT RADIO-TV

INFORMATION on the American business system was offered teachers in the Seattle area when Business-Education Day was held in the city a fortnight ago with KJR and KOMO cooperating in the plan. Groups of teachers toured both stations and executives explained the workings of the broadcast industry. At termination of the KJR tour momento folders were distributed to those who visited the studio. Teachers who inspected KOMO facilities saw themselves on a closed circuit TV presentation.

WLW SPONSORS CONTEST

PROMOTION plans have been arranged between WLW Cincinnati and *McCall's* magazine to select a 30-year-old homemaker from the Ohio Valley. Object of the search must be a mother, active in community affairs and reach the age of 30 in June. Winner will be featured in a 1952 issue of the magazine and receive a paid vacation in New York for herself and her family. Any listener in the WLW listening area may nominate a homemaker to be entered as a contestant.

DEALERS SEE TV

IN ORDER to acquaint dealers with TV and what they can expect when television comes to Montreal, Canadian Westinghouse in conjunction with CBC-TV in that city put on two demonstrations for dealers. Two-hour production featured live and film programs explaining the facts of the TV industry. Via internal TV circuit, dealers saw the inside of Montreal CBC-TV production center. Demonstration reportedly resulted in thousands of dollars worth of orders for TV sets.

CROSS-COUNTRY RADIO TRIP

TWOSOME featured on daily *Coffee with Lee and Lorraine* on WSPR Springfield, Mass., are offering stations a chance to give their listeners a cross-country trip this summer via tape recorded programs Lee and Lorraine Ellis will make on their westward jaunt. Couple will leave by car in June for a summer vacation. Along the way, they plan to record their experiences and send them to stations for broadcast as a unique travel series.

INDUSTRIAL SERIES

NEW series of half hour programs on WCAU Philadelphia, *Strength of the Nation*, highlights city's industry. Designed to acquaint listeners with the part American industry plays in bettering the American way of life, each presentation will portray an industry of the week, what makes it tick and what it does for the people it serves. Shows will feature tape recorded interviews with plant personnel and a discussion of the product manufactured there.

CONVENTION BROCHURE

FOUR-COLOR brochure with information concerning the Democratic and Republican national conventions will be distributed free to the public through Hallicrafters dealers starting this week. The convention program will include two sets of color cut-out maps and tally sheets for the recording of balloting. Booklet is a promotion piece of John S. Mahoney, advertising manager of the Chicago TV-radio manufacturing firm.

SEAPOWER STORY ON TV

FILM record of activties of the U. S. Navy on duty in the Mediterranean is being edited by Joel Chaseman who recently returned from that areas as special correspondent for WAAM (TV) Baltimore. During cruise from Norfolk to Gibraltar, he filmed considerable 16mm film on the operations of the *U.S.S. Palua* for the telecast on WAAM. After the initial showing on that outlet, the film will be made available to other TV stations desiring to tell the seapower story.

NEWS OF SERVICEMEN

NEWS director Bill Robbins, WSAI Cincinnati, makes a practice of broadcasting information about local servicemen. He also provides a service to their parents by mailing them copies of releases in which their sons are mentioned. Station reports that Mr. Robbins' personal contact with families of boys in the service is bringing hundreds of letters from appreciative parents.

SUPERMARKET MUSIC

"THE greatest names in groc... and drugs use Storecast—and ... should too" is the cover inscrip... of a promotion piece put out by ... company which provides mus... supermarkets. Miniature red, ... and blue labels of leading ... such as Philip Morris and Jell... line the pamphlet cover like ... goods on a supermarket shelf, ... the booklet's message giving ... reasons why Storecast has be... "a vital force" in drug and gro... sales.

FUN AND CONTESTS

TWO promotions currently en... taining WLWC (TV) Colum... Ohio, viewers are its "favo... postman or postmistress" con... on its *Big Bear Dollar Derby* sh... and its fun-provoking "buying a... selling" of postholes on its ra... type *Meetin' Time at Moore's* p... gram, the first show conducted ... Spook Beckman and the latter ... Billy Scott and Sally Flower.

STUDENTS TAKE OVER

BROADCAST operations at KR... Des Moines were turned over fo... night ago to 13 high school stude... interested in radio. The aspir... air staffers made frequent appe... ances with regular entertain... during "High School Day" a... handled portions of programs a... commercials. Budding engine... assisted in the control room.

STRAW HAT PROMOTION

AS part of summer audience pr... motion, KNX Hollywood join... Los Angeles Downtown Busine... Men's Assn. in annual "Straw Ha... Day" festivities by including 2... tickets and five invitations to a... pear on KNX programs in t... 1,000 miniature hats passed out ... the business section. Recipients ... one of the five invitations will r... ceive a GE portable radio plus ... picnic kit.

PRESIDENTIAL POLL

LEAGUE of Women Voters ... Los Angeles, KFWB Hollywo... and the B-B Pen Co., that ci... have combined forces to pres... "a radio Presidential straw vo... beginning June 2. Ballot box... will be placed in 1,350 drug sto... throughout the area. Over 700 ... these stores will feature windo... displays of the event. Station di... jockeys and newscasters will ma... guest appearances as well as broa... cast results.

CHANCE TO STRIKE OIL

PROMOTION campaign with ... new twist will be sponsored by D... Pepper Co., Dallas, Tex., throu... Ruthrauff & Ryan, N. Y., dur... June and July. Promotion will ... a jingle contest offering as fi... prize royalties from 44 Texas ... wells. Heavy schedule of sp... will be carried predominately ... *Ted Husing Sports Roundup* ... CBS Radio.

Antenna Location—The Big Decision

(Continued from page 82)

ly proved how coverage can be
eded if stations jointly move to
highest and most desirable
ion in their area.

e four stations which moved
e Empire State Building from
locations [WNBT was al-
there.—Ed.] formerly had
television broadcasting an-
as at elevations of 954 feet, 640
565 feet and 733 feet, respec-
y. The top of the new Empire
e television tower is 1,472 feet.
than a quarter of a mile high.

e average distance reached by
four stations before they
d was approximately 38 miles.
the Empire State Building
now reach a distance of about
iles in every direction and can
ceived in an area in which an
ated 17 million people live.
is an expansion of the stations'
nce area from a circle ap-
mately 76 miles in diameter to
rcle approximately 140 miles
iameter, a circle containing
0 square miles. The com-
ial importance of these facts
most incalculable. Actually it
o be calculated as well as pos-
in order to determine how
the fortunate owner of the
e broadcasting location is
fied in investing in a tower
how much he is entitled to be
for permitting the use of his
ion for television broadcasting.

building owner should forget
the location will bring in no
ter television revenue than it
ctually worth in dollars and
to the television stations.
rule must be equally true
very city in the country. If
y locations in a city are equally
, one is set off against the
r and no one will receive, or is
led to receive, a premium price.
wever, if one location gives much
e in earning power to television
ons, the owner of that location
ld receive some significant por-
of the extra earnings for per-
ing broadcasting from his
tion.

First Advantage

The first great advantage of
ing a television broadcasting
enna on the highest possible
t, then, is the added area it
reach at a distance from the
tion.

creasing the height of the TV
adcasting location also adds to
number of viewers who can be
ed with a good picture within
area nearer the TV station—
area from 0 to 25 miles away
the broadcasting point.

a large city the total number
people in all the "shadow" areas
are brought out of the dark-
by a very high broadcasting
can be a very significant addi-
to the viewing audience.

levision is indeed a tricky
al. Another effect of a too
broadcasting location is the
ency to produce "ghosts" on
the TV set screen. In New York the great flat-sided masonry and steel bulk of the RCA Building proved a perfect bouncing board for TV signals from some of the lower broadcasting points as did the sides of the Empire State Building and other tall buildings. This resulted in frequent picture-distorting "ghosts" on New York television receiver screens, both close to the station and at a distance.

Once the broadcasting antennas had been moved up to the 1,472 foot high tower of the Empire State Building the "ghosts" substantially disappeared because the TV signals were transmitted high enough to go over the tops of the other buildings without bouncing or richocheting off them.

Central Location

Central location as well as great height is extremely important for an ideal TV broadcasting point, particularly in a city with a large business section of tall buildings. New York and many other of the larger cities in the country have numbers of tall steel girder buildings in the central part of the city. Television engineers who have dealt with the problem are of the opinion that a significant loss of strength in the broadcasted TV signal occurs if it has to pass over the entire business area of a city to reach a residential area beyond. This effect has been loosely referred to by some as an "absorption" of power. Whatever the scientific reason, the result is observable. The best cure for this appears to be to locate the broadcasting antenna at the center of the tall building area so that the television signal will cross over this area in the first few miles of its trip. When the antenna is in the center of the city the signal gets out beyond the high building area within the first few miles while it is much stronger than it is farther out.

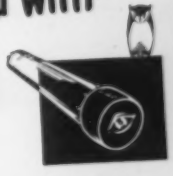
It should be made clear that, except for the purpose of pushing the horizon of the TV station out to a point 70 miles from the center of a city, it is not necessary in most other cities to locate the broadcasting point a quarter of a mile in the air as has been done in New York City. The important point is that the broadcasting location should rear its head considerably above the imaginary plateau formed by the tops of the dozen or more tallest buildings in the city. In other words, the broadcasting point must be very high *in relation to* the general top level of tall buildings.

The fortunate combination of great height and central location made the Empire State Building the ideal television broadcasting point in New York City. It is the tallest structure, by far, in New York City, and is located at approximately the center of the tall

(Continued on page 102)

"The better to see you with"

day or night



YEARS AGO when television was just a novelty in broadcast circles, RCA tube engineers foresaw the need for camera tubes that could produce clear pictures with ordinary lighting—indoors and outdoors. They solved the problem with the Image Orthicon—and a new world of TV program opportunities opened overnight.

Today, RCA Image Orthicons can deliver superior pictures over a wide range of illumination—from a brightly lighted studio to virtual outdoor darkness. RCA-5820 is designed for general-purpose pickups. RCA-5826 is designed for "live" work in the studio.

Your local RCA Tube Distributor is ready to give you day-and-night service. Phone him any time.

RCA **RADIO CORPORATION of AMERICA**

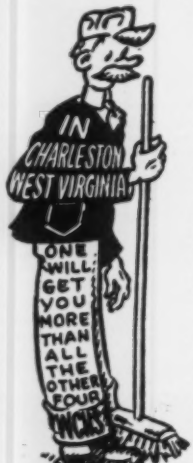
ELECTRON TUBES **HARRISON, N.J.**

Mr. John McCorkle
Sullivan, Stauffer, Colwell and Bayles
New York City:

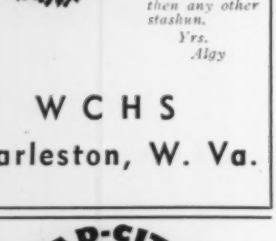
Dere John:

Th' Girl Scouts held thimselves a big show at th' college feeld house t'other nite with all th' girls and theyre parents. To help out th' show they called on WCHS and we sent thim our boss as m.c., two memburs ov our program dept to ackt a two-person play and an engincar to run th' sound. Th' four WCHS folks wuz th' only radeo peeple theyre. H'it jist goes to show thet th' Girl Scouts puts theyre trust in WCHS like we tell our listners to put theyre trust in Silver Dust. Th' boss sez more peeple in W. Va. listen to WCHS with 5,000 on 580 then any other stashun.

Yrs.
Algy



W C H S
Charleston, W. Va.



14th in effective buying income per capita

among Sales Management's 162 Metropolitan Counties

IF your radio campaign includes the first 100 markets according to Effective Buying Income per Capita—then over 234,000 Quad-Citians are among your targets.

WHBF enjoys the respect and good will of the Quad-City area—a progressive community which it has supported and served for over 25 year.

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel Inc.

Antenna Location—The Big Decision

(Continued from page 101)

building area of the city.

The Empire State Building actually had the strength built into it in 1930-1 to carry the weight of the new 222 foot steel television tower and its heavy load of antennas and transmission lines. This was definitely not done in anticipation of television. It was done to enable the top of the Empire State Building to serve as a mooring mast for dirigibles. In 1930 dirigibles were thought to be the coming mode of trans-Atlantic and other long distance travel.

A particular advantage of erecting a moderately high tower on a tall building rather than erecting a tower 700 feet to 1,000 feet tall based on the ground for a TV broadcasting center is that the transmitters can be installed in the top floors of the building where there is enclosed space, heat and elevator service. Transmitters should be as close to the broadcasting antennas as possible because of the unavoidable and expensive loss of electric power in every foot the current has to travel between transmitter and antenna.

The economic effect of all these peculiar characteristics of television is an almost irrestistible pressure on each station to obtain for itself the highest and most central location in the city. Since there can be only one "highest" and "most central" location in any city, all stations, except the one lucky enough to have it will necessarily be frustrated if each one has to have a separate location.

Why Separate Locations?

But why does each station have to have a separate antenna location? They started that way because radio had always done so and because they feared the electrical cross-interference from several antennas broadcasting close together. Fortunately there were pioneers who dared to risk the cross-interference and to attempt a multiple antenna tower. The vision and courage of the management of the Empire State Building and of Dr. Frank G. Kear, the technical genius behind the whole project, the five broadcasting companies and RCA which designed, developed and tested the antenna systems, brought forth the answer.

The engineers did their best. They planned and designed a system which *theoretically* should operate without interference. But what if their calculations were wrong, or what if subsequent events resulted in an interference not present at the beginning? Rules, procedures and fast acting remedies had to be set up before any broadcaster could take the plunge.

True, the general rules of the FCC governed the operations of these television stations, but these rules had not been particularized to the point of dealing with a joint facility such as the Empire State tower and did not contain all the detailed rules for "family living" which each broadcaster felt essential before leaving its solitary splendor elsewhere to join the higher glory of the multiple broadcasting tower.

First, a precise definition was hammered out of the degree of interference, to either signal or equipment, which should not be tolerated. This was designated "objectionable interference". Unless a claimed interference came within the scope of "objectionable interference" it was agreed by all the engineers concerned that it did not merit corrective action or penalties.

Remedies Differ

It was then found that objectionable interference could be of several types and that the remedies and penalties were necessarily different for each type. In the first place, the mere origination of a particular broadcasting activity by a particular station might result in objectionable interference to some activity already being carried on. Therefore, an elaborate screening and testing procedure was set up which any station must pass through before it could start a new activity or materially change its existing operation. The principle behind this was, of course, that each activity which had once been properly originated was entitled to protection from new or changed operations of others which would hurt it.

The second type of objectionable interference was that resulting from the deterioration in equipment or departure from proper practices of some station already on the tower. In this case the culprit was identifiable and was required to bear the burden of correcting the situation or forfeit its right to be on the tower.

The third type of objectionable interference was more general and included all those situations, some highly imaginary, in which after proper origination by all stations some circumstance developed which made it impossible for all existing operations to continue without cross-interference. Detailed obligations were here imposed for equipment changes and corr measures and only in the final tremity of absolute incompatib of continued operations by all stations was provision made any withdrawing. Then activ would be dropped in the rev order of origination. As a p tical matter, it is difficult to ceive of a situation in which joint activities could be succes for a period of time and then denly become impossible. H ever, provision must be made even such highly fanciful p bilities in a project of this scope

The position of the build owner has to be carefully defined such a situation. The build owner cannot assert or assu the power to change or overr the rules, regulations or decis of the FCC. On the other ha the building owner is under duty to permit any station broadcast from its building or continue to do so longer than pays its rent and acts in acco ance with rules imposed in vance by the building owner for protection of himself and ot tenants.

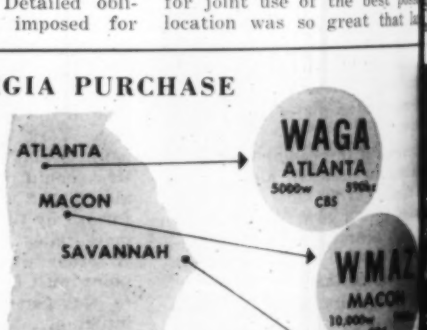
Harmonious Achievement

If the building owner me licenses the use of space on building by several television tions without imposing rules conditions, chaos is almost cert to result. It must be remembe that the television broadcasters natural rivals in a highly comp tive business. It is a high tri to the calibre of the five televi stations in New York City share the Empire State tower they have worked so harmonio together in the planning, build and operation of this multi broadcasting tower. But it is do ful if even these men, subject they are to competing busin pressures, could have kept th actions within this pattern if t did not live within the frame of strict, carefully devised r which provided prompt equit methods of dealing with every f seeable deviation from such havior.

The significant economic elem in this picture is that the press for joint use of the best poss location was so great that la

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets



THE GEORGIA TRIO

represented individually and as a group by

THE KATZ AGENCY, INC.

cial obstacles were quickly in stride. As soon as the ding was made available for ple broadcasting, four major stations rushed to join the sole station then broadcasting from Empire State Building. Each hese stations abandoned its er antenna location and will- paid the cost of moving, pur- ng new equipment, developing antennas and undertook to pay antenna rental many times er than any of them had ever before.

here is a very plain dollars-and- reason for this readiness to money which is applicable— oon will be—throughout the ed States.

ot only is the income of the TV ns increased, but their costs peration are reduced by the use of the best broadcasting on.

each station installs its own r, it will have to pay the full of buying or renting a loca- constructing a tall tower on nd installing lights, de-icing ther tower equipment. It will have the full maintenance n of painting and repairing ntire tower. When a multiple r is used there is only one r in one location and all of e costs are shared.

e savings in structural steel e are tremendous if one tower ade to do for all. In these days overnmental control of steel locality may be lucky to get gh steel allocated to it to build good tower, especially now that Empire State project has proved the technical characteristics of vision do not require that broad- ng antennas be kept separate. e cost of bringing programs e transmitting point is reduced e all stations are in one loca- Less cable or less micro- equipment is used if all pro- s coming into the city are ered at one central point.

e final incidental boon brought e multiple broadcasting tower e simplification of the home re- ng antenna which it makes ble. Some portion of any re- ng antenna must be aimed at TV station broadcasting in the . If there are several different

Mr. RUDDOCK

* * *

broadcasting locations, the receiving antennas must have enough elements to permit some to be aimed directly at each station. With a multiple tower for all TV stations there is only one point of aim and therefore a minimum of antenna parts and installation problems.

What is the value of a superlative tower location which will open the door to the largest audience which any TV station in the city can reach? If the building owner erects the tower at his own expense and operates it as part of his building, it is, of course, greater than if he merely rents the top of his building to the TV stations and permits them to erect a tower. In either case, however, the precious commodity of maximum television audience is what the owner of the best location has to sell.

Attention was turned to various ambiguous theories. An early suggestion was that the television license rent should be based on the height of the Empire State Building and that so many dollars per linear foot of height should be charged. But when the discussions turned to "how many" dollars per linear foot, the figures had to be pulled out of thin air.

Then a so-called "audience-coverage" theory was developed. Under this the license rent would be computed at the rate of 25c or 50c per television set within the range of the station each year. This idea had a kernel of very good sense. The value of the building for television purposes was, of course, a direct reflection of the circulation it could make available to the television stations—the number of sets that could be reached. However, who was to say how many cents or dollars per set was fair?

Parallels were investigated in subway advertising car rates, billboard rates, Times Square "spectacular" animated billboard rental rates, and advertising rates on radio programs received in buses in certain cities. All of these investigations proved over and over again that the rate was directly affected by "circulation" or audience coverage, by the number of persons who read a certain magazine, passed by a certain billboard location, rode in a certain bus line or subway, passed through Times Square on a certain day. It was found that the rate always went up with the circulation or audience coverage, but that no two advertising media placed the same "head-price," the same dollars and cents per person, on the coverage.

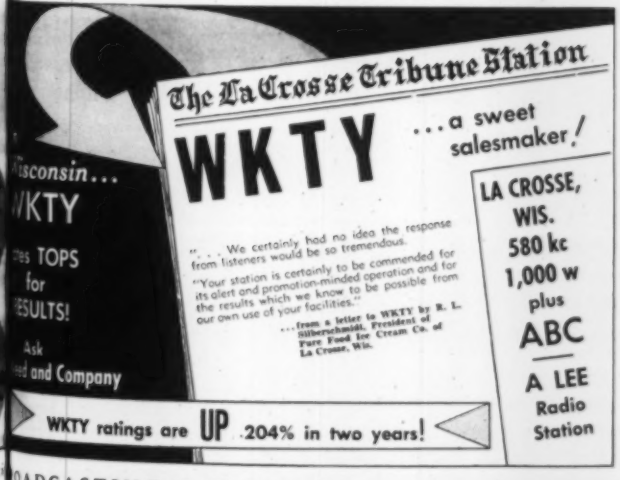
The advertising impact of the particular kind of media affected the rate per person.

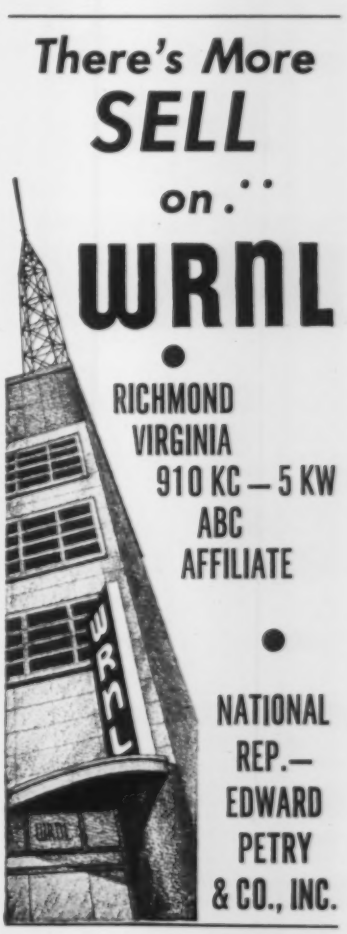
The effect, the impact of television as an advertising medium, was believed to be as great and probably greater than any other media since both eye and ear were assailed simultaneously. This was a fine theory, but it did not give any logical basis for establishing the rate.

The measuring stick finally adopted would be applicable in any city where some one location is markedly superior to any other (or can be made so by tower construction) for television broadcasting. First a determination is made of the amount of rent which could be charged for any of the several locations in the city which could function with passable success if the one prime location did not exist. In doing this, strong reliance is placed on conventional real estate rental formulas.

Having obtained this base rent, it is necessary to determine the premium rent to be added to it as the prices for the superiority in audience and picture which the one best location alone can give. To measure this the actual population within range of both the best and the ordinary locations is determined, and the degree of actual and potential saturation with television receivers worked out. By applying all the principles discussed earlier in this article which limit the audience of a TV station broadcasting from an ordinary or inferior location, both close-in and at a distance from the broadcasting antenna and comparing this to the potential performance from the best location, the extent of the superiority can be measured. Percentages of superiority can then be derived which can be valued. For

(Continued on page 104)


The La Crosse Tribune Station
WKTY
...a sweet salesmaker!
LA CROSSE, WIS.
580 kc
1,000 w
plus
ABC
A LEE Radio Station
"... We certainly had no idea the response from listeners would be so tremendous.
"Your station is certainly to be commended for its alert and promotion-minded operation and for the results which we know to be possible from our own use of your facilities."
...from a letter to WKTY by R. L. Silberschmidt, President of Pure Food Ice Cream Co. of La Crosse, Wis.
WKTY ratings are UP 204% in two years!



Antenna Location—The Big Decision

(Continued from page 103)

instance, in New York City it was found from tests made as to all previously existing stations that some reached with a satisfactory picture as little as 60% of the potential audience in the New York City area while the Empire State tower location approached the legendary 99 44/100% coverage.

When this percentage of superiority was applied to the base rent figure it gave a dollars-and-cents value to the superiority which, if anything, was an understatement of the true value. The reasonableness of this figure can best be tested by dividing the dollars involved by the actual number of home receivers which can be reached at any given time *only* by the best location.

By any normal advertising rate standards the cost of reaching each additional home is tiny. It does not begin to tap the additional revenues which the best location enables the station to charge the advertisers. However, it does bring in very sizable sums to the building owner since each of the stations on the building receive the same advantage and properly pay the same rate. Best yet, it achieves the aim of the FCC to have stations compete with each other on the basis of the merits of their programs and not their respective ability to bring a clear picture to the particular home receiver.

This was not a problem peculiar to New York City nor was its solution of significance only in New York City. All of the basic premises exist in your city also—the limitations of television, the dollars-and-cents advertising demand for the largest possible TV audience, and the economy of a joint financing and joint use of the best possible broadcasting location. The great contribution of the Empire State television tower was in pointing the way, in proving that it could be done.

'Hizzoner' of WJXN

WJXN Jackson, Miss., has unofficial production and program man in Mayor Allen C. Thompson. Mayor Thompson, through taped recordings, makes monthly reports over WJXN from the zoo, water works and other places of community interest. Last fortnight, the mayor was to "cover" the annual conference of United States mayors in New York's Waldorf-Astoria. Program was to be a composite report from the Waldorf-Astoria with the mayor doing the announcing, engineering and production.

'FREE'

New FTC Order Increases Word Use Conflict

MOUNTING confusion over use of the word "free" in broadcast and published advertising claims appeared inevitable in agency, advertiser and station circles as a result of another controversial ruling issued by the Federal Trade Commission.

While broadcast continuities apparently are not directly involved in an order issued against Book-of-the-Month Club Inc., the decision pointed up anew the possible impracticability of an earlier FTC administrative interpretation.

The commission ruled May 16 that the word "free" as used in Book-of-the-Month advertisements is "false, misleading and deceptive." It also was revealed that three other similar complaints are pending before FTC.

Comr. Lowell B. Mason, dissenting in the 3-1 decision, sharply challenged the cease-and-desist order and charged that the Commission had set itself up "as a lexicographer with power to punish those who ignore our definitions." He claimed FTC had supplanted "usage with bureaucratic fiat."

This was the second instance in which FTC implemented its administrative interpretation with a firm order, though it indicated plainly that use of "free" depends upon individual cases as to whether it violates the deceptive practices statute. An appellate court affirmed the interpretation last November and the U. S. Supreme Court upheld the ruling by refusing last March to review the case [B•T, April 14].

Thus, in effect, use of the word must be sufficiently hedged with certain conditions and reservations as to make it inadvisable to incorporate in ad claims, some authorities felt. But again, it depends on the case.

In the Book-of-the-Month decision, FTC said that use of that or similar words "should be approached by applying to the representation made the same yardstick that should be applied to all advertising—'Is it true or false,'"

FTC challenged as "false and misleading" the club's claims that it offered books "free to new members" without charge or obligation. If the member decides not to purchase at least four books within a year, "payment for [two] books theretofore designated as 'free' is thereafter demanded by the respondent," FTC said. It also cited use of the term "book dividends."

Here is the tack FTC took on use of the word "free" in this instance:

In the present case the word "free" as used by the respondent in the sale and distribution of its books has the definite and absolute meaning of a gift or a gratuity given without charge, cost or condition. So used the word is unambiguous and does not have a secondary meaning. Its meaning cannot be altered or qualified by other words. It can only be contradicted and the total representation made through use of the word "free" is false.

Respondent contends that although the books may not be free the advertisements contain statements clearly disclosing those things which the customer must do in order to receive the so-called "free" books and that these statements neutralize any probability or possibility of deception. We are unable to agree.

The contention might have some merit if the other statements in the advertisements only qualified the word "free."

In [other] cases . . . qualifying words could be chosen which would eliminate the deceptive representation and leave standing the truthful one alone. In the present case, however, the other statements in the advertisements do much more violence to the word "free" than merely qualifying it. The word "free" as used by the respondent makes a single representation and, being untrue, cannot be qualified; it can only be contradicted. A statement in advertisement which is totally false cannot be qualified or modified.

FTC pointed out that [illegible] members are entitled to [illegible] "free" books, they must enroll the Book-of-the-Month Club buy four books within a year profit to the respondent. He they are "not gifts or gratuities without cost to the recipient."

Comr. Mason, harking back 1948 and the commission's [illegible] ment of policy, held that "a [illegible] order based on deception will stand up on appeal" and that attorneys earlier agreed that ads "were accurate in their tirety."

He likened the order to one demning selling of merchandise Saturday and reflected:

"A rule limiting what may done on Saturday is no more than a rule limiting what may done with the word 'free' there is factual support in a record before the commission to give jurisdiction over the days of week or over the definitions of qualitative words as in the case."

As a result of FTC's Jan. 1948 statement, "which took words to explain what one meant," nobody "has any certainty as to how free is 'free,' Comr. Mason said. Noah Webster dictionary records 24 separate of the word, he added, noting:

"From now on, Webster's and the Federal Trade Commission's unabridged is in."

WJOC ELECTIONS

Kane Succeeds Layman

HAROLD P. KANE was [illegible] president of Air Waves Inc., [illegible] er-operator of WJOC Jamestown, N. Y., and general manager of the station, at a board of directors meeting May 19. Mr. Kane formerly was corporation vice president and WJOC sales manager.

John C. Walters was elected board chairman. Others elected were Grant J. Gruel and James Monagle, vice presidents; Frederick E. Davis, treasurer, and Clyde L. Wilson, secretary. Harold E. Layman, former president-general manager, resigned because of ill health, WJOC reported.

Employment Agency — Employment Agency

ENGINEERS — *First - Second Phone*

Applications accepted for *Immediate* Placement in Thirty-Three States

NEWSCASTER—PROGRAM DIRECTOR—ANNOUNCERS
MANY COMBINATION

One Week's salary when placed, the only fee.

WRITE:

Broadcast Management Services Co.
AGENCY

17 East 48th Street, New York 17, New York

PL 5-1127 — E. C. Lobdell, Licensee

OLITICOS VIE
Candidates on KFRO Panel

NOVEL forum program featur- all candidates for the third S. Congressional district was adcast by KFRO Longview, t., May 17. Titled *How Do You nd, Future Congressman?*, the ogram was offered to other radio tions in that district and aired a public service feature. The t participants were candidates the post vacated by Rep. Lindley kworth (D-Tex.), now cam- gning for the U. S. Senate.

Listeners, newspapers and others re invited to send in written stions asking the candidates re they stand on important ues. County Democratic Chair- H. O. Gossett Sr. served as derator on the unrehearsed pro- m.

ISSOURI LAW
Guards Radio-TV on Libel

EL protection for Missouri o and TV stations during un- ored political talks was pro- d last week when Gov. Forrest th signed legislation he orig- ly had planned to veto.

Gov. Smith said he changed his d about the veto after confer- with Missouri station spokes- n and studying FCC regulations ring station censorship of politi- speeches. The legislation was nsored by Sen. Richard J. mier, Democratic majority er, and was sought by radio TV operators in the state.

n emergency clause made the effective when signed. Gov. th said he had planned to veto bill on the ground it would en- rage "character assassinations". ssage was sought in part as the ult of protests against radio and speeches in the 1950 campaign candidates of the Christian Na- al Party, described by the St. is *Post Dispatch* as a so-called te" group operating in Missouri.

MMENDATION was received by IC Hartford from Rau-Locke erican Legion Post, Hartford, for ellent public service" in present- the Frederic W. Ziv Co. series, *I a Communist for the F.B.I.*

WDUZ
ABC NETWORK
in GREEN BAY, WIS.
MORE NATIONAL ACCOUNTS USE WDUZ THAN ANY OTHER 250 WATT STATION IN WISCONSIN. (LIST ON REQUEST.)
BEN A. LAIRD, PRES.
CALL JOHN E. PEARSON CO.

NEW JERSEY Broadcasters Assn. officials greet FCC Comr. Rosel H. Hyde at group's spring meeting in Atlantic City [B•T, May 12]. L to r: Fred Weber, owner of WFPG Atlantic City, member of NJBA advisory committee; Thomas B. Tighe, general manager of WJLK Asbury Park, NJBA secretary-treasurer; Comr. Hyde; Paul Alger, general manager of WSNJ Bridgeton, association president; Phil Gravatt, Atlantic City commissioner; Harry Goodwin, general manager of WNJR Newark, member of NJBA advisory committee.

On All Accounts

(Continued from page 12)

vertising man, he was converted to the concept of advertising over a period of years in discussions with family business associates and friends. After graduation from Brown U. in 1932 and two years at Northwestern U.'s schools of law and commerce, he quit to get his start in advertising and in radio.

Two years later, when he was sales manager, he sold his stock in WROK and invested the money in the Presba & Fellers agency. His father, a black-and-white man, was therefore outnumbered by his son and Mr. Fellers, both dogmatic devotees of broadcasting.

Subsequently, Mr. Presba has balanced media within the agency so that about 50% of the billings go to radio and TV and 50% to other media. Broadcast accounts include Book House for Children, Olson Rug Co., Keeley Brewing, Flex-O-Glass Mfg. and Orleans and Hi-Life dog food. Although he works on all accounts, Mr. Presba is most interested in merchandising and marketing.

A native Chicagoan, he lives in North Shore Winnetka with his wife, the former Jean Countryman of Rockford, and their children, Paula, 11, and David, 6. He is a trustee of Brown U. and a director of the Brown Club of Chicago, a member of Psi Upsilon fraternity and a trustee of the N.U. chapter.

Fond of fishing, he prefers the fresh water variety, but on an office wall has a sailfish which came within two ounces of setting the small sailfish record at Ft. Lauderdale. Mr. Presba and his family spend much of the summertime at Pelican Lake in northern Minnesota, but—to maintain a firm cleavage between pleasure and business—he takes clients fishing in northern Michigan to the North Woods Club.

John P. Keating

JOHN P. KEATING, 75, vice president and production manager of The Journal Co., Milwaukee, licensee of WTMJ-AM-TV, died Tuesday as a result of a cerebral hemorrhage. He had served as a vice president and director since 1939. Survivors include his wife and two sons.

NEBRASKA MEET
AP Group Names Slate

NEBRASKA Associated Press Radio Assn., meeting jointly with Nebraska Assn. of Radio News Directors, named Walt Kavanagh, news director of KOWH Omaha, as chairman; Jack Rogers, KBRL McCook, vice chairman, and E. E. Makiesky, correspondent supervising AP radio operation in Nebraska, as secretary.

Mr. Makiesky said each AP member station has contributed news to AP files and that contributions exceeded those of the previous year. He said KBRL ranked among the nation's top ten AP news contributors.

KEAR Seeks 10 kw

APPLICATION for a power increase from 1 to 10 kw is to be filed with the FCC by KEAR San Mateo, Calif., the station reported last week. The San Francisco Bay area outlet, on 1550 kc, said the power boost would increase its daytime audience by nearly a million persons. The station specializes in "good music" programming.

Use the Broadcasting Marketbook —the only fact book designed expressly for the buyer of time.

Over a quarter billion dollars of spot and network radio and TV is placed by buyers of time who use the MARKETBOOK daily. Nowhere else can they find the copyrighted "Spot Rate Finder" which enables them to compute in minutes preliminary estimates of spot campaigns. Or county-by-county breakdowns of essential radio facts, census figures, marketing maps, state market indicators, etc.

It's only between the covers of one book—the MARKETBOOK —and it's the only book built to help you sell time.

Reserve space now to assure position near your own listing . . .

DEADLINE, 1952 EDITION, JULY 20
PUBLISHED MID-AUGUST

BROADCASTING TELECASTING MARKETBOOK

May 15 Applications . . .

ACCEPTED FOR FILING

License for CP

WMFC Monroeville, Ala. — Requests license for CP, as mod., which authorized new AM station.

WPNX Phenix City, Ala.—Requests license for CP which authorized new AM station and to change studio location.

Extension of Completion Date

WIMS Michigan City, Ind.—Requests mod. CP, which authorized power increase, change hours of operation and DA-N, for extension of completion date.

WSAY Rochester, N. Y. — Requests mod. CP, which authorized power increase and change from DA-DN to DA-N, for extension of completion date.

License Renewal

Following stations request renewal of license:

KAGH Crossett, Ark.; KWAK Stuttgart, Ark.; WWCO Waterbury, Conn.; KEYY Pocatello, Idaho; WTAX Springfield, Ill.; WGBF Evansville, Ind.; KIUL Garden City, Kan.; WKAY Glasgow, Ky.; WKLO Louisville, Ky.; KANE New Iberia, La.; WCOU Lewiston, Me.; WOCB Hyannis, Mass.; WMFG Hibbing, Minn.; KWOS Jefferson City, Mo.; KNEM Nevada, Mo.; KFOR Lincoln, Neb.; WJTN Jamestown, N. Y.; KDLR Devils Lake, N. D.; WWON Woonsocket, R. I.; WDOD Chattanooga, Tenn.; WBIR Knoxville, Tenn.; WFAA-TV Dallas; KOTV (TV) Tulsa; WMCT (TV) Memphis; WPTZ (TV) Philadelphia; WOW-TV Omaha, and WOAI-TV San Antonio.

TENDERED FOR FILING

To Change Location

WILD Birmingham, Ala. — Requests mod. CP to change trans. and studio locations from 3427 27th Ave. North to Pimson Highway, near Birmingham, ½ mi. N. of radio range station.

APPLICATION RETURNED

WCHV Charlottesville, Va. — RETURNED application for renewal of license.

May 16 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

WILS Lansing, Mich.—Requests mod. CP, which authorized D power increase and change from DA-N to DA-DN, to make changes in DA.

FM—103.5 mc (Ch. 278)

WFMT (FM) Chicago—Requests mod. CP, as reinstated, which authorized new FM station, to change frequency from 105.9 mc (Ch. 290) to 103.5 mc (Ch. 278).

Change Location

WMOU Berlin, N. H.—Requests CP to change trans. location.

Site Approval Sought

KSGA Redmond, Ore.—Requests mod. CP, which authorized new AM station, for approval of trans. and studio locations.

License Renewal

Following stations request renewal of license:

WTWA Thomson, Ga.; KVNI Coeur d' Alene, Idaho; WCRW Chicago; WEBQ Harrisburg, Ill.; WSDR Sterling, Ill.; WFBM Indianapolis, Ind.; KICD Spencer, Iowa; KAKE Wichita, Kan.; WCPM Cumberland, Ky.; WFTM Maysville, Ky.; WJBW New Orleans, La.; KFMO Flat River, Mo.; KELK Elko, Nev.; KAVE Carlsbad, N. M.; WRTA Altoona, Pa.; WHUM Reading, Pa.; WBAX Wilkes-Barre, Pa.; WSOK Nashville, Tenn.; WATO Oak Ridge, Tenn.; WSKI Montpelier, Vt.; KGY Olympia, Wash.; WGCM-FM Gulfport, Miss., and WJAC-TV Johnstown, Pa.

Extension of Completion Date

WJHL-FM Johnson City, Tenn.—Requests mod. CP, which authorized new FM station, for extension of completion date.

TENDERED FOR FILING

AM—550 kc

WHIM Bloomsburg, Pa. — Requests CP to change frequency from 690 kc to 550 kc, decrease power from 1 kw to 500 w with DA-DN and change trans. location.

AM—960 kc

WHAK Rogers City, Mich.—Requests CP to increase power from 1 kw to 5 kw.

AM—1330 kc

KWPM West Plains, Mo.—Requests CP to change frequency from 1450 kc to 1330 kc, increase power from 250 w to 1 kw-D, 500 w-N, and install DA-N.

May 19 Applications . . .

ACCEPTED FOR FILING

AM—980 kc

KSGM Ste. Genevieve, Mo.—Requests CP to increase D power from 500 w to 1 kw and change from DA-DN to DA-N.

FM—88.3 mc (Ch. 202)

KSDA (FM) San Diego, Calif.—Requests CP to change frequency from 91.7 mc (Ch. 219) to 88.3 mc (Ch. 202).

Change Location

WILD Birmingham, Ala. — Requests mod. CP, which authorized change in frequency, power increase, install DA-N and change trans. and studio locations, to change trans. location from Tarrant City, Ala., to Birmingham, and change studio location from 3427 27th Ave. North to Pimson Highway, near Birmingham, ½ mi. N. of radio range station.

License Renewals

Following stations request renewal of license:

KHOZ Harrison, Ark.; KTHS Little Rock, Ark.; WFOY St. Augustine, Fla.; WGGA Gainesville, Ga.; WJPS Evansville, Ind.; WFKY Frankfort, Ky.; WPKE Pikeville, Ky.; WCEM Cambridge, Md.; KXLJ Helena, Mont.; WSOC Charlotte, N. C.; KRXL Roseburg, Ore.; KGBS Harlingen, Tex.; KXOX Sweetwater, Tex.; WIBU Poynette, Wis.; WJMC Rice Lake, Wis.; WOBT Rhinelander, Wis.; WBAP-TV Fort Worth, Tex.; WNBT (TV) New York; KEYL (TV) San Antonio, and WFIL-TV Philadelphia.

APPLICATIONS RETURNED

WTCH Shawano, Wis. — RETURNED application for license to cover CP which authorized change from D to unl. and DA-N.

Following stations' requests for renewal of licenses were RETURNED:

WULA Eufaula, Ala.; WCOV Montgomery, Ala.; KHUM Eureka, Calif.; WIOU Kokomo, Ind., and KVSO Ardmore, Okla.

May 20 Decisions . . .

BY FCC BROADCAST BUREAU

Locations Approved

KPLN Camden, Ark.—Granted mod. CP for approval of ant., trans. and main studio locations.

WPDR Portage, Wis.—Granted mod. CP for approval of ant., trans. and studio locations.

Granted Changes

WNBF-TV Binghamton, N. Y.—Granted CP for ant. and equipment changes; ant. 820 ft. above average terrain.

Extend Completion Date

WPMJ-TV Milwaukee, Wis.—Granted mod. CP for extension of completion date to 12-1-52.

KPPC Pasadena, Calif.—Granted mod. CP for extension of completion date to 10-5-52.

To Change Name

KMMJ Grand Island, Neb.—Granted mod. license to change name to Town & Farm Co. Inc.

ACTIONS ON MOTIONS

By Comr. Edward M. Webster

WHIL Medford, Mass., and WMEX The Northern Corp., Boston, Mass. — Dismissed as moot (1) petition of WHIL requesting reconsideration of action granting WMEX's application for renewal of license without hearing; (2) petition for clarification, amendment and enlargement of issues; and (3) motion of WMEX to dismiss [illegible] petitions.

Garden State Bcstg. Co., Atlantic City, N. J.—Granted petition for [illegible] to amend its application to submit [illegible] tional programming and engineering information.

WOBT Rhinelander, Wis. — Granted petition for leave to amend its application to reflect changes in officers, directors and stockholders.

KCIJ Shreveport, La.—Granted petition to accept late filing of [illegible] exceptions re its application.

Suburban Bcstg. Co., North Seattle, Wash.—Granted petition only insofar as it requests dismissal of its application; said application for CP dismissed.

By Hearing Examiner Fanney N. Litt

Azalea Bcstg. Co., Mobile, Ala. — Granted petition for leave to amend application to specify site and to [illegible] new coverage data for pertinent [illegible] intensity contours; said application as amended removed from hearing docket.

By Hearing Examiner J. D. Bond

KGBS Harlingen, Tex.—Granted [illegible] tions to correct transcript in re application.

By Hearing Examiner Elizabeth C. Smith

Desert Radio & Telecasting Co., Palm Springs, Calif. — Granted petition for continuance of hearing re its application from May 14 to May 28 in Washington.

May 20 Applications . . .

ACCEPTED FOR FILING

AM—960 kc

WHAK Rogers City, Mich.—CP to increase power from 1 kw to 5 kw and install new trans.

AM—1330 kc

KWPM West Plains, Mo.—CP to change frequency from 1450 kc to 1330 kc, increase power from 250 w to 1 kw-N, 1 kw-D, install new trans. and DA-N.

License for CP

KTMS Santa Barbara, Calif.—License for CP install new trans.

KUBC Montrose, Col.—License to cover CP install old main trans. as aux. trans. to be operated on 1260 kc 250 w DA-N.

Extension of Authority

First Baptist Church, Pontiac, Mich.—Extension of authority to transmit programs to CKLW Windsor beginning 9-13-52.

Modification of CP

WARN Fort Pierce, Fla.—Mod. CP for new AM station for approval of ant. trans. and studio location.

To Change Antenna

WAYS Charlotte, N. C.—License to cover CP for changes in DA.

To Change Location

WELC Welch, W. Va.—CP install new trans. and move trans. and studio location.

Modification of CP

WGAR-FM Cleveland—Mod. CP new FM station to change ERP from 20 kw to 30.8 kw, ant. height above average terrain from 500 ft. to 414.62 ft. and specify trans. location and ant. system.

License Renewal

Following stations request renewal of license: WMCR (FM) Kalamazoo

FCC actions

MAY 15 THROUGH MAY 22

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**

SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 111.

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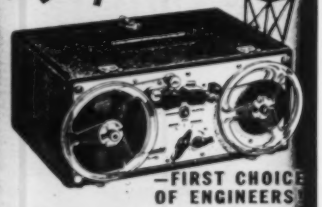

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Mich.; KRLD-TV Dallas, Tex.; WDEL-TV Wilmington, Del.; WGAL-TV Lancaster, Pa.

APPLICATIONS RETURNED

WHBO Sulphur Springs, Fla.—RETURNED application for voluntary assignment of license to Sulphur Springs Bcstg. Co.

KRMY Billings, Mont.—RETURNED application for mod. CP for change in frequency etc., to change trans. and studio location, install DA-N and new trans.

May 21 Applications . . .

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KROY Sacramento, Calif.; KWEI Weiser, Ida.; WSBC Chicago; WSAL Logansport, Ind.; WLBJ Bowling Green, Ky.; WINN Louisville; WSFC Somerset, Ky.; WATT Clam Lake Township, Mich.; WGCM Gulfport, Miss.; WKBR Manchester, N. H.; WATN Watertown, N. Y.; WJNC Jacksonville, N. C.; WRAL Raleigh, N. C.; WBBW Youngstown, Ohio; KWRC Pendleton, Ore.; WKDK Newberry, S. C.; WBEJ Elizabethton, Tenn.; WEKR Fayetteville, Tenn.; WJJM Lewisburg, Tenn.; WSSV Petersburg, Va.; KXLE Ellensburg,

(Continued on page 111)

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Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

First class salesman wanted by AM-FM station in south Atlantic state. Must be reliable, industrious, sober. Don't expect a world beater but a plugger. All type accounts including department stores. Box 235P, BROADCASTING • TELECASTING.

Salesman—Experienced for network station in southwest 5 kw. TV application. Liberal draw against commission. Send full details and references to Box 236P, BROADCASTING • TELECASTING.

CBS station in highly competitive southeastern city will add one salesman to present staff. Remuneration on commission basis with adequate draw. Write in full giving references and experience. Box 252P, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in highly competitive southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Do not send audition until requested. Box 253P, BROADCASTING • TELECASTING.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Announcer-engineer with first class ticket. Starting pay $75 for experienced man. Pennsylvania independent. Box 66P, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by Florida major network regional fulltime station. Special emphasis on announcing but must hold first class license. All applications confidential. Box 76P, BROADCASTING • TELECASTING.

Combo first phone-announcer wanted, some experience preferred but will train beginner. Pleasant surroundings, congenial staff. Upper midwest. Box 172P, BROADCASTING • TELECASTING.

Combination announcer/engineer needed immediately for permanent position in Carolinas. Give full details including salary and phone number. Box 178P, BROADCASTING • TELECASTING.

Wanted, combination announcer-engineer: Need good announcer with ticket for midsouth kilowatt independent. Will accept inexperienced man if announcing quality is high. 41 hours, evening shift. Excellent working conditions, good pay. All information first letter. Replies confidential. This is a permanent opportunity. Box 221P, BROADCASTING • TELECASTING.

Experienced announcer for southeast net affiliate with television application. All details, disc, first letter. Box 224P, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Permanent position for good man with Iowa independent. Send picture, qualifications and audition. Box 237P, BROADCASTING • TELECASTING.

Announcer-engineer, accent announcing. $70.00 start. Contact Manager, KDKD, Clinton, Mo.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Announcers with first class licenses. Experience desirable but ability and other qualifications more important. Send audition tape, details and references by air mail to KMVI, Wailuku, Maui, Hawaii.

Announcer immediately, 250 watter. Experience preferred, not essential. Will take men from radio school. Salary commensurate with ability. Call, write or wire Coy Palmer, 1100, KPDN, Pampa, Texas.

Help Wanted (Cont'd)

Hurry—No ticket. Steady announcer, good voice. Heart of hunting-fishing country. Good housing. Air mail disc, photo, KPRK, Livingston, Montana.

Announcer, announcer-salesman. Top salary. Audition, photo, particulars to Larry Filkins, KSCB, Liberal, Kansas.

Experienced announcer-continuity writer, strong on news commercials and DJ shows. Send representative 15 minute commercial, newscast and 15 minute commercial DJ tape, photo, reference names and experience record. KTFI, 5000 watt NBC affiliate, Twin Falls, Idaho.

Announcer, first phone, clean, moral, not smoke, or drink, for independent regional, send disc, photo, resume to H. E. Smith, WAVL, Apollo, Penna.

Hillbilly morning man wanted. Experienced. Sober. Congenial. Send audition. WGOV, Valdosta, Georgia.

Immediate opening for announcer-engineer. Must be neat, honest and sober. Emphasis on announcing. Salary ranges from $70.00 to $80.00 for 42 hours, depending on how good you are. Call or wire Radio Station WMNC, Morganton, N. C.

Network station, TV application has opening for staff announcer. Better than average opportunities. Send audition and resume to J. W. Carson, WMOX, Meridian, Mississippi.

Engineer-announcers combo (3) new station. Modern, apartments for personnel, reasonable wages. Station daytime only. Please send disc or tape and resume, photo to H. Tom Morris, WNCA, Box 212, Siler City, N. C.

Wanted—First class combination man. Starting salary commensurate. $55. forty hour week. Phone 700, Radio Station WNVA, Norton, Va.

Staff announcer wanted. Prefer man with independent station experience. Please send photo and tape or disc. WPIC, Sharon, Pa.

Wanted: Announcer with first class phone ticket. Will pay $75.00 for 40 hours. Announcing must be good. Apply in person if possible. Disc. Joe Phillips, WSSO, Starkville, Mississippi.

Technical

Opening transmitter operator with first class license. No announcing. Permanent. Texas. Box 111P, BROADCASTING • TELECASTING.

First phone combination man, small Florida station. Salary adequate, fishing good. Box 182P, BROADCASTING • TELECASTING.

First class engineer, key position, $75.00, forty-four hour week. State availability. Box 192P, BROADCASTING • TELECASTING.

Southern regional needs 1st class engineer. AM and FM operation. Application for television. Excellent engineering facilities. Convenient to bus lines. Write, giving full details of experience with references. Box 203P, BROADCASTING • TELECASTING.

5 kw Wisconsin station needs engineer, first phone, experience unnecessary. Box 222P, BROADCASTING • TELECASTING.

Have immediate opening for first class radio operator. Box 233P, BROADCASTING • TELECASTING.

Combo man, first ticket. No experience needed. Starting pay $330 monthly. Unusual opportunity for advancement. Write Box 255P, BROADCASTING • TELECASTING or phone, evenings, Washington, D. C., Columbia 1965.

Northwestern 5 kw NBC affiliate will hire capable man to work control room while studying for ticket. Box 223P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Combo man 1st phone emphasis announcing, nearby Detroit, progressive increases, overtime, high earnings, ideal conditions, car necessary. Rush audition tape, background information. Radio 2355-Guardian Bldg., Detroit.

Will have opening first class announcer-engineer, 250 fulltime. College city, 10,000. Permanent, excellent conditions. Start $65. KAYS, Hays, Kansas.

Operator, first class license, bachelor apartment free. Station is TV applicant. KCOM, Sioux City, Iowa.

Engineer with first phone license. Willing to learn announcing. No experience necessary, KENA, Mena, Arkansas.

A small station in Hawaii is still looking for the right man for a chief engineer. Experience as chief essential. Announcing ability required. Send details, audition tape and references to KMVI, Wailuku, Maui, Hawaii by air mail.

Wanted—Two engineers. No experience necessary. WHNC, Henderson, North Carolina.

WHOC, Philadelphia, Mississippi, has immediate opening for engineer willing to learn announcing.

Want first class engineer. Evening shift. Contact WIEL, Elizabethtown, Kentucky.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Immediate opening for first class ticket holder. Will accept beginner. Will pay higher wage for combo man. Expanding southern New England market. 250 watt, daytime. Independent. WLAD, Danbury, Connecticut.

Want first class engineer. Day work. Mutual affiliate. WPKY, Princeton, Ky.

Engineer with first class license. Willing to learn announcing. WREL, Lexington, Virginia.

Engineer. Experience unnecessary. Paying up to $55 for 40 hours, five days. WSIC, Statesville, N. C.

Immediate opportunity — Experienced transmitter engineer with supervisory qualifications. WSTC, 270 Atlantic Street, Stamford, Conn.

Immediate opening for first phone license. No experience needed. Car required. Contact Chief Engineer, Radio Station WTNS, Coshocton, Ohio.

Engineer, first class. Immediate opening. Previous experience not essential. Contact James Trewin, Station Supervisor, WVCV, Cherry Valley, New York.

Production-Programming, Others

Wanted—Illinois network station desires copywriter with ideas, male or female. Box 133P, BROADCASTING • TELECASTING.

Continuity writer. Woman. Submit complete resume experience, background, references, picture. Established ABC local market 25,000. KWNO, Winona, Minnesota.

Immediate opening for male or female copywriter, some experience. Send complete data to WNBZ, Saranac Lake, New York.

Television

Announcers

Announcer-MC for nation's first 50,000 watt TV station. Detailed experience and photo first letter. Prefer age bracket 28-35. Station located midwest. Box 142P, BROADCASTING • TELECASTING.

Situations Wanted

Unusual—Original! Mr. Mrs. [illegible] planning tour around U. S. Will record their adventures on-the-spot, send tapes to you on fifteen minute, three week basis. Starts this June. Write today. Box 210P, BROADCASTING • TELECASTING.

Managerial

Successful, local sales minded manager desires change to bigger market or [illegible] watt daytime station. If you are losing or breaking even, contact this 32 year old experienced local station manager and start making money. Reply Box 99P, BROADCASTING • TELECASTING.

Manager same station 12 years, desires change for better opportunity. Box 130P, BROADCASTING • TELECASTING.

Former station owner wants to get back to work. Manage, sell, program, announce. 32, married, top references. Have made money for others (and me) in 13 straight years radio. South or TV preferred. Make an offer and I'll call or see you. Box 154P, BROADCASTING • TELECASTING.

Manager available on 30 day notice. Six years experience, 31, married, family man, sober, reliable, good references. Came up through the ranks. Four years at present location. Box 225P, BROADCASTING • TELECASTING.

Manager-commercial manager, 18 years experience. As business consultant to stations, my methods have proven profitable. 39 years of age. Excellent references. Seeking permanent position in New England. Box [illegible] BROADCASTING • TELECASTING.

Background of 10 years including managerial experience both radio and television. Prefer good secondary market operation with TV now or in future. Sales and programming knowhow. Early thirties, family man. Start $8500. Excellent references. Box 246P, BROADCASTING • TELECASTING.

Station or commercial manager AM or TV southeast. Take complete charge all phases station management. Solid 5 year merchandising background with major manufacturer. AM and TV commercial experience. College graduate. Box 269P, BROADCASTING • TELECASTING.

Salesmen

Salesman—TV-radio—3 years in sales, years with networks—$8000. Good agency contacts. Box 258P, BROADCASTING • TELECASTING.

Salesman-announcer. Available short notice. Details by return mail. Box 264P, BROADCASTING • TELECASTING.

Experienced, large TV and small markets. Young, college man. Creative selling. Earning $7-$8 thousand. Seeking change. Box 266P, BROADCASTING • TELECASTING.

Announcers

Staff announcer—two years experience news DJ, remotes, sales, board operation. Employed. Prefers upper midwest. College and radio school. Now available. Box 122P, BROADCASTING • TELECASTING.

Announcer, one year experience in all phases. Good references. Available June 9th. Box 159P, BROADCASTING • TELECASTING.

Metropolitan stations: Announcer, experienced all phases: authoritative news voice. Now program director. Available for personal interview in June. Box 191P, BROADCASTING • TELECASTING.

Station break—a break for some station! Young announcer desires position with topfight station, adept at news, disc jockey and play-by-play, control board operation. 3 years experience, draft exempt, free to travel. Box 211P, BROADCASTING • TELECASTING.

Young vet, SRT graduate, fourteen months indie experience. What have you? Box 216P, BROADCASTING • TELECASTING.

Young announcer, capable of ad libbing anything. You name it, I can sell it. Fine voice, draft exempt. Photo and disc on request. Box 220P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

sportscaster, six years experience, play-by-play baseball specialty. Want baseball or college football and basketball. Married, 31, family man, college degree, sober, four years present location. Box 226P. BROADCASTING • TELECASTING.

ining man with proven record of sensational sales appeal plus the background to back it up. Also experienced in all phases of special events broadcasting, man-on-the-street, audience participators and MC work. Family man with top references. If you are looking for a personality to sell your competition, for details and proof write Box 227P, BROADCASTING • TELECASTING.

er's a top man qualified for best announcing job. Immediate. Box 229P, BROADCASTING • TELECASTING.

nouncer, 26, married, draft exempt, 4 years experience, all phases, presently employed. Box 242P, BROADCASTING • TELECASTING.

4 years experience, staff, sports announcing. Three years at present station. Available on two weeks notice. Prefer upper midwest. Auditions and information upon request. Box 244P, BROADCASTING • TELECASTING.

g morning man, MC live shows, news, sports. Sober no floater. Big asset with good station. I can sell and build audience. Seven years, good. Box 245P, BROADCASTING • TELECASTING.

an, three years experience, desires job. Good straight announcer, DJ. Single. Draft exempt. Disc available. Box 248P, BROADCASTING • TELECASTING.

nouncer, single, draft exempt, seeks permanent position in southern states. Florida area preferred. Tape, data on request. Box 251P, BROADCASTING • TELECASTING.

manent stations attention! Growing stations **need** growing talent. Announcer, 28, married, AB Degree, desires opportunity in smaller community. Years experience in theatres, cabarets, radio and television as performer, MC, producer, announcer. Knowledge of Spanish, Italian, Spanish. Presently with station in N. New York. Resume available. Box 256P, BROADCASTING • TELECASTING.

Scotch play-by-play sportscaster desires change. Available immediately. Prefer mid-southwest. Baseball, football, basketball, etc. Will travel. Box 260P, BROADCASTING • TELECASTING.

f announcer—Can punch or purr, new jazz, pops, classic. Handle board and write copy. Experienced. Disc. Box 263P, BROADCASTING • TELECASTING.

ed experienced staff announcer, commercials, DJ, news, personality, conscientious, reliable. Box 265P, BROADCASTING • TELECASTING.

unce to advance. Young announcer, willing to travel. Disc jockey, news, production. Call or write Brad Bullock, 1691 Nelson Avenue, New York City. Y. CY 9-3317.

nouncer—Thorough knowledge all phases radio. Good voice, good sell, strong news. Midwest preferred. Married, draft exempt. Tell your story. Get your story with Dave Jones, 1626 Summerdale Ave., Chicago 40, Illinois.

f announcer with now defunct network looking for large progressive station—preferably TV. 7 years experience, college degree. Write Bill Slatter, 1 Homochitto Street, Natchez, Mississippi.

nouncer—Operate board, experience in New York station. Free to travel. Draft exempt. Disc on request. W. V. Tyler, 630 Gramatan Ave., Mount Vernon, New York.

perienced sportscaster. Four years experience. Play-by-play all major sports, including re-creation baseball. Young married veteran. Available immediately. Excellent references. Bill Hunt, 101 South Belmont, Wichita, Texas.

Technical

neer, first phone, 1½ years experience. Single, will travel. Minimum $60. Available immediately. Box 247P, BROADCASTING • TELECASTING.

f 4 years, 12 years in radio, experienced design, construction of AM, FM operations. Desire connection as chief small progressive station. Box 252P, BROADCASTING • TELECASTING.

neer, 12 years experience, married, prefer housing facilities, make offer. Box 213P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Can offer you six years combination experience plus selling ability. Now chief, prefer midwest. What can you offer? Box 214P, BROADCASTING • TELECASTING.

4 years broadcasting, 10 radio, to and including 50 kw, construction 3 stations, age 31. Desire permanent position midwest. Presently employed. Available June 7. Box 219P, BROADCASTING • TELECASTING.

Engineer, first phone. Car. Inexperienced. Prefers New York vicinity. Others accepted. Box 230P, BROADCASTING • TELECASTING.

First phone—looking for right deal. 3 years promises, want a future. Experienced all phases, emphasis selling. Interested small station, small town. Mostly sales, some engineering or combo. Understand small station. Non-alcoholic, veteran, car. Wife stenotypist. No cheap combo deals please! Box 240P, BROADCASTING • TELECASTING.

1st phone license. Radio-television grad. Now employed. Some experience. Box 243P, BROADCASTING • TELECASTING.

Summer job. College student. First phone, experience transmitter and control room. Vicinity New York City or New England. Box 564, Williamstown, Mass.

Production-Programming, others

Team — Husband DJ or staffman, thoroughly experienced all phases. Wife—Girl Friday, continuity. Box 123P, BROADCASTING • TELECASTING.

Excellent newscaster! 10 years experience. Past 3 years night news editor 50 kw CBS affiliate. Degree political science and radio production. Veteran. Married, 2 children. Desire position midwest. $6,000 minimum. Box 228P, BROADCASTING • TELECASTING.

Program director-announcer-salesman, fully experienced in all departments. Presently employed in large market in midwest. Dependable, able to assume full responsibility. References. Family man. Box 238P, BROADCASTING • TELECASTING.

Need program director, sports-news announcer? Six years all phases. Excellent voice. College graduate. Family. Box 239P, BROADCASTING • TELECASTING.

PD, news, publicity or continuity chief in Pacific Northwest or Rocky Mountain area. Eleven years experience. Presently PD. Excellent references. 29. Box 249P, BROADCASTING • TELECASTING.

PD, news, publicity or continuity chief fully qualified. Box 250P, BROADCASTING • TELECASTING.

Experienced femme copywriter: Not everybody can write good copy. I can. Not everybody can handle sponsors. I can. Anybody can work for peanuts. I can't. Box 254P, BROADCASTING • TELECASTING.

Program director and/or continuity director. Nearly seven years experience. Program director 250 watt daytimer and 5 kw Mutual affiliate. Continuity director another 5 kw Mutual affiliate. Air work desired but not essential. Box 257P, BROADCASTING • TELECASTING.

Continuity writer, draft exempt, excellent references. Progressive station anywhere Box 262P, BROADCASTING • TELECASTING.

Program director, DJ, versatile, aggressive and resourceful. Create shows and promotions. Interested solid organization with future. Married. Available immediately. Box 267P, BROADCASTING • TELECASTING.

Staff librarian-staff organist-music director, now with ABC affiliate six years, interested AM-TV operation. Licensed 16 MM operation. Age 44, married, own car. Write or wire Larry Miller 417 Hill St., York, Pennsylvania.

Television

Managerial

Radio manager with thirteen years experience in successful selling, announcing, writing and managing all phases is interested in position with southern television station or radio station with definite TV plans. Strong on sales, valuable on all-round station operations and like to work hard. Best references. Will consider all offers and will phone or visit promising possibilities. Box 155P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Looking for the "right man" to set up and operate your new TV outlet? I have solid background in TV management, planning, operation and programming, plus excellent engineering and personnel contacts. Now in successful TV operation. Worthwhile national agency and network connections. Let's talk it over. Box 241P, BROADCASTING • TELECASTING.

Announcers

Double threat man for TV. Qualified makeup artist with three years announcing. Desire western location but not necessary. Box 261P, BROADCASTING • TELECASTING.

Technical

Radio-TV engineer. Married, settled. Wide AM-FM-TV experience which includes TV construction transmitter, antenna, studios, remote unit through proof of performance. Administrative ability. Available immediately. Write Box 157P, BROADCASTING • TELECASTING.

Production-Programming, others

Radio-TV advertising, programming executive. Experience, knowledge, ability. Want responsibility, confidence. Box 161P, BROADCASTING • TELECASTING.

For Sale

The best in complete tower sales and service by the south's largest tower erection company. Will sell or buy your used towers, erect or service your towers. A.A.A. Tower Company, Inc., Box 898, Greenville, N. C.

Stations

Midwest station. 500 w. Good dial position. Agricultural area. $52,500. Box 218P, BROADCASTING • TELECASTING.

For sale: Established successful Ohio station. Full or half interest available. Box 156P BROADCASTING • TELECASTING.

Western stations. Independents, affiliates. Priced from $15,000 to $750,000. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Complete 1 kw Collins package. Brand new 20V1 transmitter and all associated gear including two turntables with console. Two-200 foot towers. All equipment still in original carton purchased during the past ten months. Write for listing. Available immediately. Box 83P, BROADCASTING • TELECASTING.

FM transmitter, 1 kw General Electric, type BF-1-A, complete with FM station monitor. Excellent condition. Appearance like new. Box 158P, BROADCASTING • TELECASTING.

For sale: New-crated with instruction books (4) Raytheon RIT-10 monitor amplifiers formerly $150.00. Now $65.00 each. Box 212P, BROADCASTING • TELECASTING.

For sale, several used 250 watt AM transmitters. Excellent condition and crated for shipment. Box 217P, BROADCASTING • TELECASTING.

150,000 feet ±10 Copperweld ground radial wire. Immediate delivery. Box 234P, BROADCASTING • TELECASTING.

Slightly used but in good condition, three RCA TA5C stabilizing amplifiers. One DuMont type 5105-A monitor receiver. Nice discount on any or all of above. Contact Chief Engineer, WSM-TV, Nashville, Tennessee.

.040 x 1⅛" x coils bonding copper strapping, approximately .156 pound to the foot, @ .55¢ per pound. F.O.B. Chicago, Ill. J. L. Clark Metals Co., 2108 S. Ashland Ave., Chicago, Ill., Haymarket 1-4533.

Collins 8 ring FM antenna. $2500.00. Fisher 300 ft. guyed tower (with base insulator, lighting equipment and photo-electric control equipment) $3000.00. 250 ft. 3⅛ in. coaxial line, $620.00. Two Fairchild turntables, $250.00 each. Harvey FM receiver, $250.00. All prices F.O.B. Wabash, Indiana. For details, write Syndicate Theatres, Inc., Franklin, Indiana.

(Continued on next page)

Kill-Kote ONE COAT KILLS INSECTS FOR YEARS

STOP SEARCHING!

START EARNING!

PERMANENT INCOME, SECURITY and INDEPENDENCE can be yours thru EXCLUSIVE FRANCHISES being granted NOW to responsible parties in Cities, Trade Areas and States for sensationally successful KILL-KOTE, the miraculous and revolutionary INSECTICIDE PAINT.

KILL-KOTE proven for over five years in California and tropical Countries. KILLS FLIES, MOSQUITOES, FLEAS, ANTS, ROACHES, MOTHS, BEDBUGS, LICE, SPIDERS, MITES, WASPS, GNATS, and other INSECT PESTS IN HOMES, BARNS, HOTELS, MOTELS, AND RESTAURANTS, CANNERIES, BAKERIES, and countless other Industrial concerns for periods of *SEVERAL YEARS FROM ONE APPLICATION.*

KILL-KOTE THE ODORLESS, LEADFREE, WONDER PAINT, in white, clear and six pastel colors, is registered with the Departments of Agriculture in the United States and Canada, it is harmless to humans, animals, and fowl, it is washable and can be applied with roller, spray, or brush.

* * * NEW SALESMEN HAVE AVERAGED $50.00 PER DAY FIRST WEEK OUT * * *

Territory has been granted in Eastern Canada, Western New York, Florida, Georgia, Wisconsin, Illinois, Missouri, Ohio, and Iowa, and is going fast. We will assist in every way possible in setting up your organization, advertising, and the President and General Manager of a Nationally known Brewery just left a $25,000.00 a year job to become our Merchandising Manager, *BECAUSE HE HAD USED KILL-KOTE IN HIS GRAIN STORAGE ROOMS FOR TWO YEARS AND SEEN IT ELIMINATE INSECTS AND COBWEBS WHICH HAD BEEN A VERY SERIOUS PROBLEM.* Another man who had used it in a large hotel of which he had been manager, and who had been on the Governors Board of the American Hotel Association, is now our National Hotel and Institution Manager *BECAUSE HE SAW IT WORK.*

The financial worries of our Distributors may well be ended for life, because we have a non-competitive product with practical and widespread demand. Let us show you how, after the most rigid investigation you care to make, it is entirely possible with a moderate investment for a KILL-KOTE EXCLUSIVE FRANCHISE to become as valuable as those for other Nationally Advertised Brands.

KILL-KOTE definitely offers a ground floor opportunity, for a man with sales and organization ability, good character, and references who can invest moderately in a business with unlimited potential for expansion and profit. ACT NOW * and write, wire, or telephone 3-5311 for complete details and a personal interview in confidence if desired.

INSECTICIDE PAINT CO.

225 Main St., Peoria, Ill.

EDGAR L. BILL

MERLE V. WATSON

National Representatives

For Sale (Cont'd)

One Western Electric 353-E-1 one kw AM transmitter now in operation. Also, two Western Electric model 451A-1 250 watt transmitters. Available immediately. Write or wire United Broadcasting Co., 8th & I Sts., N.W., Washington, D. C., att: Mr. Snowberger, Chief Engineer.

Wanted to Buy

Equipment, etc.

Wanted—Quarter and one kw **FM** broadcast transmitters, fixed-frequency **FM** monitor receivers, used or new. Box 17P, BROADCASTING • TELECASTING.

Equipment wanted: Complete for 1 kw station including 185' guyed tower. Box 215P, BROADCASTING • TELECASTING.

One kw AM transmitter not over two years old. Send full details and lowest cash price. Box 260P, BROADCASTING • TELECASTING.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

Help Wanted

We have:

1. Money
2. Local Ownership
3. Outstanding principals, tops in this community
4. Knowhow
5. Good chance of getting grant

We don't have:

1. Broadcast experience
2. Ownership-management intergration

We want:

One or two associates, persons of unquestioned character and qualifications, with important broadcast experience—preferably in TV—to participate in ownership and management. Initial investment required (about 1/20th of costs attendant on prosecuting application, hearings). Additional $25,000 investment if CP granted. Prefer person who can devote substantial time and take residence in area.

BOX 232P,
BROADCASTING •
TELECASTING

Television

Managerial

TV STATION MANAGER WANTED

A group of prominent local citizens, not associated with any existing TV or radio station, are applying for a VHF TV station in one of the large southern metropolitan markets. We need a part-time man with all-around TV experience who can coordinate matters for us, help us in our programming proposals and give us general advice—over and above that which we are now receiving from our Washington lawyers and consulting engineers.

The right man would receive not only compensation but a stock interest as well. Upon the grant of the application he would become the Station Manager. In replying, give all pertinent information and particularly your TV experience. Replies held in confidence.

BOX 268P,
BROADCASTING • TELECASTING

Situations Wanted

Announcers

DISC JOCKEY

(with first class license)

Experience—net, indie AM and TV. Available immediately for personal interview as DJ personality.

BOX 247P,
BROADCASTING • TELECASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

Miscellaneous

wanted

A LINE OF OPEN-END AND PACKAGE TRANSCRIPTIONS AND TV FILM TO SELL.

BOX 168P,
BROADCASTING • TELECASTING

Can You Use $150,000.00-$200,000.00 to Solve Your TV Problem?

The Blackburn-Hamilton Company has an investor who will put between $150,000.00-$200,000.00 into a corporation to apply for TV in a medium to major sized market and will take a minority position of 40% to 45% when the grant is made. This investor has asked that we do the contact work for him and develop a definite proposal. He will not take an active part in management but wants to make a good investment. May we have your problem on financing and see if we can come up with a solution. All inquiries and discussions are, of course, in strict confidence.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

CREDIT EASING

Set Sales Stimulated, Termed Varied

CREDIT requirements for installment purchases of radio-TV sets, household appliances and new automobiles began to crystallize last week in the wake of demands for abolition of all price controls.

On the basis of reports from manufacturers and dealers, receiver and appliance sales had perked up slightly in many markets, while the new car business noted a generally sizeable upswing—with advertising playing a major role at the dealer level.

Opinion remained divided, however, on the degree to which the nation's manufacturers and dealers had taken advantage of the government's suspension of Regulation W in easing credit curbs on long-term purchases [B•T, May 12].

Dealers varied in their price policy from no down payment to 10% down, usually with a maximum of 24 months to pay, on receivers, washing machines, refrigerators and other consumer goods. Previous terms by the Federal Reserve Board called for 15% down and 18 months maturity.

Controversy over the board's action and demands by business groups for suspension of all price controls characterized last week's developments. Former Sen. Francis J. Myers (D-Pa.) charged that FRB "leaked" word of its move 24 hours in advance, permitting some business firms to "jump" their competitors in advertising easier terms. He urged Congress to strip the board of standby authority to re-impose curbs.

While dealers and distributors found themselves caught in the controversy between "easy credit" and a retention of the "status quo" on terms for appliances, the Senate Banking and Currency Committee preserved the Federal Reserve Board's authority to reinstate restrictions, with cutoff date of March 1.

At the same time, the Office of Price Stabilization noted FRB's action and proceeded with preparation of tailored regulations for price ceilings in the radio-TV set industry.

At least one set manufacturer went on record for abolition of controls by OPS. In an earlier statement, Ross D. Siragusa, president and board chairman of Admiral Corp., commented:

"The lifting of Regulation W . . . should act as a powerful medicine to improve the general health of the appliance business. The elimination of credit controls at this time should prevent a log jam of television receivers, refrigerators and other electrical products from piling up in retail outlets throughout the country.

"While this is a move in the right direction, I believe the next logical step should be the removal of OPS price controls in fields which obviously no longer need them. For example, in the highly competitive, mass production television industry, retail prices have been anywhere from $50 to $100 below OPS ceiling prices for about a year."

★

Inventories of receivers have been substantially reduced, however, since last fall, with production backlog now down to a normal level of 60 days.

There appeared to be little prospect, however, that the agency would decontrol radio and television sets at this time. OPS has to promulgate ceilings sometime by July 1. Rules would govern retailers and wholesalers across the board.

Still and all, with dealers competitively between two schools of thought on credit terms, the prospect seemed bright for a potential multi-million plus in national, regional and local advertising with actual sales jumps varying in particular markets on the basis of competitive conditions and products involved.

Among reports given by manufacturers and dealers last week were these:

Westinghouse Electric Corp.—TV receiver output is "gradually" increasing and production of electric roasters is up 40%. Inventories are about normal, the current volume of business considerably from a year ago and 100% greater than two years ago.

General Electric Co.—Reports low inventories of refrigerators and freezers, and cutbacks in employment with appliance plant at White Plains, N. Y., on a three-day week during May.

Alan Radio & Appliance Co., Chicago—Now advertising "no money down on some goods and 10% down on others.

Neuman's Radio & Electric Co., Portland, Ore.—Attributes about half of recent sales to suspension of credit which "gave some life to a very sagging business."

Largest sales boost was reported by auto dealers, offering terms varying from 25% down to 10% down over a two-year period, instead of the 18 months prescribed by the reserve board. Early budget increases were chiefly at the dealer level and are not expected to be reflected nationally until early 1953.

Conservative thinking reckoning prospects were in line with statements expressed by James H. Shouse, board chairman of Crosley Broadcasting Corp. and vice president of Avco Mfg. Co. That version was this: John Q. Public has been conditioned to restrictions on consumer durables and is in the mood to buy—regardless of the credit.

In this category fall home furniture firms and automobile dealers. There were published reports that a variety of such home furnishing stores would adhere to restrictive terms despite competition from "easy credit" stores.

HELP WANTED

Experienced girl or man copy writer for continuity department. Air mail full details of experience and references along with photo to Radio Station WONE, Dayton, Ohio.

FCC Actions

(Continued from page 107)

WTIP Charleston, W. Va.; WFBM-TV Indianapolis; WHAS-TV Louisville; WICU (TV) Erie, Pa.; WSM-TV Nashville; KPRC-TV Houston.

TENDERED FOR FILING

AM—1150 kc

WRNO Orangeburg, S. C.—CP to change frequency from 1450 kc to 1150 kc, increase power from 250 w to 500 w, 1 kw-D, install new trans. and ant. and change trans. location.

Change Hours

KCAT Rapid City, S. D.—Mod. of license to change hours from 11 a.m. to 1 p.m. to 12:30 p.m. to 1 p.m. MST.

APPLICATION RETURNED

WAIN Columbia, Ky.—RETURNED application for renewal of license.

May 22 Decisions . . .

BY COMMISSION EN BANC

Granted License Renewals

Following stations granted renewal of licenses for regular period:

WEMP - FM Milwaukee; KBTM - FM Jonesboro Ark.; KCLE-FM Cleburne, Tex.; KFGQ-FM Boone, Iowa; KRMD-FM Shreveport, La.; KSJO-FM San Jose, Calif.; WBEC-FM Pittsfield, Mass.; WMTY-FM Lexington, N. C.; WCHA-FM Chambersburg, Pa.; WCHI Chicago Heights, Ill.; WJLK-FM Asbury Park, N. J.; WOCB-FM New Bedford, Mass.; WHIS-FM Cleveland Heights, Ohio; KBIX - FM Muskogee, Okla.; KCIL Houma, La.; KDAS Malvern, Ark.; KFAA Helena, Ark.; KJEF Jennings, La.; KLFY Lafayette, La.; KLRA Little Rock, Ark.; KNBY Newport, Ark.; KSYC Texarkana, Ark.; KOTN Pine Bluff, Ark.; KRUS Ruston, La.; KUOA Siloam Springs, Ark.; KXAR Hope, Ark.; WDSU New Orleans, La.; WELO Tupelo, Miss.; WIKC Bogalusa, La.; WJDX Jackson, Miss.; WJPR Greenville, Miss.; WLAU Laurel, Miss.; WMPA Aberdeen, Miss.; WPMP Pascagoula, Miss.; WVIM Vicksburg, Miss.; WXID Cleveland, Miss.; WLOX Biloxi, Miss.; KRLW Walnut Ridge, Ark.; KALB Alexandria, La.; KBTM Jonesboro, Ark.; KFPW Fort Smith, Ark.; KLO Opelousas, La.; KVOL Lafayette, La.; KWEM West Memphis, Ark.; WCMA Corinth, Miss.; WHSY Hattiesburg, Miss.; WSSO Starkville, Miss.; WZZF Yazoo City, Miss.; KCON Conway, Ark.; KXRJ Russellville, Ark.; WJBC Jackson, Miss.; WVMI Biloxi, Miss.; KLIC Monroe, La.; KMFM Monroe, La.; WRFM Hattiesburg, Miss.; WTBR Baton Rouge, La.; WRJW Picayune, Miss.; WTIX New Orleans, La.; KJSW Seattle, Wash.; KOZY Rapid City, S. D.; KRKL Kirkland, Wash.; WAIR-FM Winston Salem, N. C.; WEQR Goldsboro, N. C.; WIAM Williamston, N. C.; KOTV and KA-5767 Tulsa, Okla.; WNBF-TV Binghamton, N. Y.; KEA-80, KEB-33 and KA-4511, auxiliary stations of Bremer Broadcasting Corp., Newark, N. J.; WKTV Utica, N. Y.; WOR-TV and auxiliary stations KA-4225, KA-4226, New York; KMTV Omaha, Neb.; WOW-TV and auxiliary stations KA-4827, KA-4828 Omaha, Neb.; KEA-91, KA-4851 and KA-6058, auxiliary stations of Stromberg-Carlson Co., Rochester, N. Y.; WBEN-TV and KA-4856, Buffalo, N. Y.; WDSU-TV and KA-4857 New Orleans, La.; WKY-TV and auxiliary stations KA-4861, KA-4852, KA-9901 Oklahoma City, Okla.; KA-4829 and KA-4830, auxiliary stations of Meredith Syracuse Television Corp., Syracuse, N. Y.

Temporary License Renewals

Following stations granted temporary extension of licenses to Sept. 1, 1952: KDRS Paragould, Ark.; KWCB Searcy, Ark.; KWHN Ft. Smith, Ark.; WGVM Greenville, Miss.; WHOC Philadelphia, Miss.; WFMB (FM) Mayodan, N. C.; KJBS San Francisco; KSAN San Francisco; KVSM San Mateo, Calif; WAAF (FM) Chicago; WBNX New York; WGPA Bethlehem, Pa.; WRIB Providence, R. I.; WWPB-FM Miami; KCMO-FM Kansas City; KRKD-FM Los Angeles; KXOK-FM St. Louis; WBNY-FM Buffalo; WEAW Evanston, Ill.; WFMF Chicago; WGHF New York; WGTR Paxton, Mass.; WKJF Pittsburgh, Pa.; WKRC-FM Cincinnati; WLDM Oak Park, Mich.; WLRD Miami Beach; WLYN-FM Lynn, Mass.; WMDW-FM Meriden, Conn.; WMOR Chicago; WNAV-FM Annapolis, Md.; WPLH-FM Huntington, W. Va.; WTOA Trenton, N. J.; WWDC-FM Washington, D. C.; KLPR Oklahoma City; KMJ-FM Fresno, Calif.; KPRO Riverside, Calif.; KREO Indio, Calif.; KYOR Blythe, Calif.; WACR Columbus, Miss.; WFMN Alpine, N. J.; WIBG Philadelphia; WGY Schenectady, N. Y.; WIMS-FM Michigan City, Ind.; WMGM and aux. and WMGM-FM New York; WNDR-FM Syracuse, N. Y.; WSMB-FM New Orleans; KBMW Breckenridge, Minn.; KBOK Waterloo, Iowa; KBYR Anchorage, Alaska; KHBR Hillsboro, Tex.; KVVC Ventura, Calif.; WLOA Braddock, Pa.; WREX Duluth, Minn.; WNDB - FM Daytona Beach, Fla.; WHNC-FM Henderson, N. C.; WSYB Rutland, Vt.; KEPH (FM) Ephraim, Utah.

WKFM Roanoke Rapids, N. C. — Granted temporary extension of license to August 1, 1952.

To Increase Power

KBUC Corona, Calif.—Granted CP to increase power from 500 w unl. on 1370 kc, to 1 kw-LS, 500 w-N, DA-N.

To Change DA

KICA Clovis, N. M.—Granted CP to make changes in DA; cond.

Denied WELS Petition

WELS Kinston, N. C.—By order, denied petition of WELS for reconsideration of Commission's action of June 27, 1951, in designating for hearing its application for transfer of control; further ordered that WELS application for renewal of license be designated for hearing in consolidated proceeding with application for transfer of control; amended order of June 27 by deleting issues Nos. 3 and 6 and substituting therefor new issues Nos. 3 and 6 and adding issues Nos. 7 and 8.

Remote Control FM

WVBT Bristol, N. Y.—Granted extension of special temporary authority to operate FM station by remote control from FM broadcast station WVCN De Ruyter, N. Y., for period ending Dec. 1, 1952.

To Remain Silent

WSRK Shelbyville, Ind.—Granted authority to remain silent for additional 60-day period from May 9, 1952, pending financial reorganization.

Extended STA

WFMN and KE2XCC (Edwin H. Armstrong) Alpine, N. J.—Granted extension of special temporary authority for period ending Aug. 1, 1952, to suspend regular program service of WFMN and to operate experimental station KE2XCC using its regularly licensed equipment, power and emission on additional frequency of 93.1 mc for providing FM program service and to rebroadcast over station KE2XCC transmissions of FM stations WJLK-FM Asbury Park, N. J., WGPA-FM Bethlehem, Pa. and WNYC-FM New York.

FM Channel Change

Commission proposed to amend Revised Tentative Allocation Plan for Class B FM stations by adding Ch. 279 to Berlin, N. H., and transferring Ch. 273 from Jasper to Birmingham, Ala. Interested parties may file comments on or before July 1, 1952.

WATV (TV) Transmitter Location

WATV (TV) Newark, N. J.—Granted mod. CP to change TV trans. location from Newark to Empire State Bldg., New York City, increase ant. height to 1190 ft. and reduce power to 3.4 kw vis., 3.4 kw aur., on Ch. 13; studio to remain in Newark, conditioned on final determination in TV proceeding.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH MAY 22

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,350	2,328	87	328	217
FM Stations	633	581	69	10	8
TV Stations	108	97	11	349	19

(Also see Actions of the FCC, page 106.)

Docket Actions . . .

Anadarko, Okla.—Caddo Bcstg. Co. FCC announced initial decision looking towards grant of 1250 kc with 500 w D. Simultaneously, FCC denied application of Lawton-Ft. Sill Bcstg. Co. for 1250 kc with 1 kw D, 500 w N. Mr. Allen is owner of Caddo Bcstg. Co. and is Chickasha, Okla., real estate and insurance agent. Estimated construction cost $21,500, estimated monthly operating cost $4,018, monthly revenue $7,965. Decision May 19.

Thibodaux, La.—Delta Bestrs. Inc. FCC Hearing Examiner James D. Cunningham issued initial decision looking towards grant of 630 kc with 500 w D. Simultaneously, Examiner Cunningham denied application of Charles Wilbur Lamar Jr. to change KCIL Houma, La., from 1490 kc with 250 w, unl., to 630 kc with 1 kw unl., DA-DN, and change transmitter site. Decision May 9.

Non-Docket Actions . . .

TRANSFER GRANTS

WFEC Miami, Fla.—Granted assignment of license from Howard D. Steere to David Haber for $40,000 ($10,000 already in escrow). Mr. Haber owns 50% of various taxicab companies, including Cathedral Fleet Inc., Alpine Cab Co., Crescent Cab Corp. and Phil-Mat Cab Corp., New York City. He also has interest in various other automotive enterprises. Granted May 22.

WCNT-AM-FM Centralia, Ill.—Granted assignment of license from WCNT Inc. to Southern Illinois Bcstg. Corp. for $150,000. Principals in assignee are Grace S. Rogers and C. W. Rogers (mother and son), who have interest in Rogers Theatres Inc., Cairo, Ill., R. G. R. Theatres, Blytheville, Ark., Rogers Investment Co. and Grace S. Rogers Corp. Granted May 22.

New Applications . . .

AM APPLICATION

Punxsutawney, Pa. — Punxsutawney Bcstg. Co., 1540 kc, 1 kw daytime. Estimated construction cost $18,435, first year operating cost $35,000, revenue $42,000. Principals include Sheridan W. Pruett (52%), proprietor of Pruett Auto Service & Coal Co., Bluefield, W. Va.; Andrew C. Mac Cumbee (26%), sales engineer for Bearing Service Co., Pittsburgh, Pa., and Charles M. Erhard Jr. (22%), salesman-announcer for WHIS Bluefield, W. Va. Filed May 16.

FM APPLICATIONS

McComb, Miss.—Southwestern Bcstg. Co. of Mississippi, 102.5 mc (Ch. 273), ERP 400 w, ant. height above average terrain 178 ft., above ground 223 ft. Estimated construction cost $2,575, first year operating cost $5,000, revenue $7,500. Applicant is licensee of WAPF McComb. Filed May 16.

TRANSFER REQUESTS

Listed by States

KDAC Fort Bragg, Calif.—Assignment of license from Charles R. Weller, receiver pendente lite of Mendocino Coast Bcstg. Co., to Edward Mertle, for whom Court judgement has been granted following conclusion and settlement of partnership litigation, during which time Superior Court of Mendocino County appointed Mr. Weller receiver pending final Court disposition of case. Mr. Mertle is owner of Golden West Hotel, Fort Bragg, and Welcome Inn Restaurant & Bar, Fort Bragg.

KBLF Red Bluff, Calif.—Assignment of license from Tehama Bcstg. Co. to Hal K. Shade for cancellation and release of Tehama Bcstg. Co.'s obligations. At close of sale, Mr. Shade shall pay Russell G. Frey, holder of Tehama Bcstg. Co.'s promissory notes, $27,500, of which $5,000 shall be paid at close of agreement and remainder at $150 monthly for not more than five years. Mr. Shade owns 30% of KNPT Newport, Ore., and is general manager of H. W. Critchlow Co. (syndicated radio sales). Red Bluff, Calif.

WBIB (FM) New Haven, Conn.—Assignment of license from the Church Court Co. to the Colony Bcstg. Corp. through stock transfer; same individuals to continue to hold proportionate shares of stock. No actual change of ownership or control; no monetary consideration.

WRDW Augusta, Ga. — Transfer of negative control from A. M. Woodall to W. R. Ringson, E. D. Black and E. G. McKenzie through sale of 15% of Mr. Woodall's 40% stock interest to Messrs. Ringson, Black and McKenzie, who now have 20%, for $10,000 from each. After transfer each stockholder will have 25% interest.

KANE New Iberia, La.—Assignment of license from New Iberia Bcstg. Co. to new partnership including Dierrell Hamm (new partner) and George H. Thomas, James J. Davidson and Daniel H. Castille (old partners). Mr. Hamm will pay $12,000 for 10% interest. He has been manager of KANE since 1948.

WUST-AM-FM Bethesda, Md.—Transfer of control from Harold S. Russell, Parker W. Jones, Willard D. Egolf and Carl J. Batter, who each hold 25%, to same group, except that Mr. Egolf's stock is retired, Mr. Jones stock is decreased to 0.46%, Messrs. Russell and Batter's stock is increased to 40.57% each and new stockholder, W. Parker Jones, acquires 18.40% interest. W. Parker Jones is Washington attorney.

WSOO Sault Ste. Marie, Mich.—Transfer of control from Vernon W. Aikins, deceased, to Otto B. McNaughton and Sherwin Overholt, executors of estate of Mr. Aikins. No monetary consideration.

WDVA Danville, Va.—Transfer of license from John S. Meade to Virginia-Carolina Bcstg. Corp., through transfer of 22% of Mr. Mead's 52% interest. Transferred will be 3,550 shares, of which 2,150 shares will be transferred to other stockholders and remaining 2,150 shares will be transferred to Harry Meade and John S. Meade, Mr. Meade's sons.

KBYR Anchorage, Alaska—Assignment of license from Forrest Hysom, receiver, to Keith Capper, receiver for himself. No monetary consideration.

We keep banging away . . .

because it's true . .

KWK is the radio buy in St. Louis!

KWK's LOW—low cost per 1000 radio homes delivered makes it a real rootin', tootin' radio buy!

Your Katz man has all the facts corralled . . . and backed up by Pulse reports.

Globe-Democrat Tower Bldg. Saint Louis

KWK

Representative The KATZ AGENCY

List of Cities

(Continued from page 94)

Line Position	Location	1950 Population	Distance to nearest TV station
674	Spencer, Iowa	7,446	102
675	Douglas, Ga.	7,428	118
676	Humboldt, Tenn.	7,426	69
677	Rawlins, Wyo.	7,415	252
678	Leesburg, Fla.	7,395	108
679	Grenada, Miss.	7,388	95
680	Williston, N. D.	7,378	542
681	St. Johnsbury, Vt.	7,370	144
682	Crookston, Minn.	7,352	248
683	Kelso, Wash.	7,345	102
684	Portage, Wis.	7,334	86
685	Fairfield, Iowa	7,299	88
686	Conroe, Tex.	7,298	40.5
687	Enterprise, Ala.	7,288	161
688	Stuttgart, Ark.	7,276	107
689	Eagle Pass, Tex.	7,276	128
690	Belle Glade, Fla.	7,219	70
691	Crystal City, Tex.	7,198	97
692	Mount Airy, N. C.	7,192	54
693	Concordia, Kan.	7,175	166
694	Lancaster, S. C.	7,159	45
695	Stephenville, Tex.	7,155	65
696	Laurinburg, N. C.	7,134	92
697	Liberal, Kan.	7,134	210
698	Starkville, Miss.	7,107	118
699	Somerset, Ky.	7,097	100
700	Iola, Kan.	7,094	93
701	Aiken, S. C.	7,083	123
702	Sturgeon Bay, Wis.	7,054	125
703	Bonham, Tex.	7,049	68
704	Canton, Miss.	7,048	173
705	Glasgow, Ky.	7,025	77
706	Silver City, N. M.	7,022	188
707	Camden, S. C.	6,986	78
708	Hazard, Ky.	6,985	85
709	Marion, Va.	6,982	110
710	Storm Lake, Iowa	6,954	91
711	Brenham, Tex.	6,941	68
712	Shenandoah, Iowa	6,938	46
713	Thief River Falls, Minn.	6,926	258
714	Cookeville, Minn.	6,924	70
715	Anacortes, Wash.	6,919	62
716	Magnolia, Ark.	6,918	207
717	Saranac Lake, N. Y.	6,913	99
718	Kermit, Tex.	6,912	300
719	Eufala, Ala.	6,906	138
720	Rice Lake, Wis.	6,898	80
721	Pauls Valley, Okla.	6,896	60
722	Nebraska City, Neb.	6,872	41
723	Valley City, N. D.	6,851	269
724	Maryville, Mo.	6,834	85
725	Marion, S. C.	6,834	124
726	Henderson, Tex.	6,833	123
727	Tifton, Ga.	6,831	143
728	Lamar, Col.	6,829	302
729	Grinnell, Iowa	6,828	53
730	Lake Wales, Fla.	6,821	167
731	Fort Valley, Ga.	6,820	90
732	Arkadelphia, Ark.	6,819	197
733	Lebanon, Mo.	6,808	143
734	Brigham, Utah	6,790	52
735	Alamogordo, N. M.	6,783	155
736	Greenville, Ala.	6,781	116
737	Toccoa, Ga.	6,781	79
738	Loveland, Col.	6,773	358
739	Elberton, Ga.	6,772	90
740	Jackson, La.	6,772	92
741	Prescott, Ariz.	6,764	77
742	Kosciusko, Miss.	6,753	147
743	Big Rapids, Mich.	6,736	62
744	Estherville, Iowa	6,719	114
745	Little Falls, Minn.	6,717	91
746	Falfurrias, Tex.	6,712	150
747	Tuskegee, Ala.	6,712	97
748	Picayune, Miss.	6,707	46
749	McMinnville, Ore.	6,635	170
750	Mexia, Tex.	6,627	78
751	Breckenridge, Tex.	6,610	96
752	Welch, W. Va.	6,603	75
753	Lewistown, Mont.	6,573	448
754	Morenci, Ariz.	6,541	156
755	Littlefield, Tex.	6,540	256
756	Coleman, Tex.	6,530	142
757	Red Oak, Iowa	6,526	41.5
758	Winslow, Ariz.	6,518	131
759	Quincy, Fla.	6,505	185
760	Alva, Okla.	6,505	109
761	Atlantic, Iowa	6,480	49
762	Petoskey, Mich.	6,468	180
763	West Point, Miss.	6,432	110
764	Devils Lake, N. D.	6,427	244
765	Lead, S. D.	6,422	450
766	Globe, Ariz.	6,419	75
767	Batesville, Ark.	6,414	109
768	Fairbury, Neb.	6,395	101
769	Harriman, Tenn.	6,389	128
770	Canon City, Col.	6,345	245
771	Mount Pleasant, Tex.	6,342	109
772	Alexandria, Minn.	6,319	122
773	Monahans, Tex.	6,311	301
774	Benton, Ark.	6,277	159
775	International Falls, Minn.	6,269	247
776	Newport, Ark.	6,254	88
777	El Campo, Tex.	6,237	64
778	Carroll, Iowa	6,231	64
779	Fort Payne, Ala.	6,226	88
780	Dover, Del.	6,223	45
781	Falls City, Neb.	6,203	86
782	Holdenville, Okla.	6,192	70
783	Anadarko, Okla.	6,184	54
784	York, Neb.	6,178	91
785	Brownfield, Tex.	6,161	279
786	Nogales, Ariz.	6,153	161
787	Franklin, La.	6,144	88
788	Columbia, Miss.	6,124	92
789	Ukiah, Calif.	6,120	105
790	Cedar City, Utah	6,106	210
791	Hendersonville, N. C.	6,103	75
792	North Bend, Ore.	6,099	303
793	Statesboro, Ga.	6,097	148
794	Clinton, Mo.	6,075	68
795	Conway, S. C.	6,073	156
796	Decorah, Iowa	6,060	132
797	South Boston, Va.	6,057	65
798	Murray, Ky.	6,035	90
799	Houlton, Me.	6,029	301
800	Searcy, Ark.	6,024	108
801	Grand Rapids, Minn.	6,019	157
802	Price, Utah	6,010	100
803	Georgetown, S. C.	6,004	168
804	Hugo, Okla.	5,984	113
805	Lexington, Va.	5,976	105
806	Belfast, Me.	5,960	170
807	Brady, Tex.	5,944	130
808	Crockett, Tex.	5,932	110
809	Burley, Ida.	5,924	158
810	Marshall, Minn.	5,923	132
811	Dalhart, Tex.	5,918	238
812	Woodward, Okla.	5,915	122
813	Sparta, Wis.	5,893	138
814	Lebanon, Ore.	5,873	212
815	Covington, Va.	5,860	123
816	Marianna, Fla.	5,845	208
816	Springdale, Ark.	5,835	102
818	Vidalia, Ga.	5,819	142
819	Ajo, Ariz.	5,817	93
820	De Ridder, La.	5,799	149
821	Detroit Lakes, Minn.	5,787	181
822	Hinton, West Va.	5,780	98
823	Abilene, Kan.	5,775	140
824	Pulaski, Tenn.	5,762	68
825	Millinocket, Me.	5,755	253
826	Tell City, Ind.	5,735	56
827	Pierre, South Dak.	5,715	308
828	Cheboygan, Mich.	5,687	200
829	Deming, N. M.	5,672	104
830	Emporia, Va.	5,664	72
831	Gonzales, Tex.	5,659	62
832	Winnfield, La.	5,629	204
833	Oakdale, La.	5,598	163
834	Walsenburg, Colo.	5,596	204
835	Cairo, Ga.	5,577	168
836	Harrison, Ark.	5,542	160
837	Vinita, Okla.	5,518	57
838	Morrilton, Ark.	5,483	162
839	Wildwood, N. J.	5,475	72
840	Ely, Minn.	5,474	211
841	Vandalia, Ill.	5,471	60
842	Frederick, Okla.	5,467	120
843	Montevideo, Minn.	5,459	124
844	Fayetteville, Tenn.	5,447	69
845	Lawrenceburg, Tenn.	5,442	69
846	Algona, Iowa	5,415	82
847	Elko, Nev.	5,393	198
848	Prairie du Chien, Wisc.	5,392	110
849	Princeton, Ky.	5,388	90
850	Hobart, Okla.	5,380	98
851	Alamosa, Colo.	5,354	168
852	Vermillion, S. D.	5,337	118
853	Fort Morgan, Colo.	5,315	410
854	Ballinger, Tex.	5,302	171
855	Louisville, Miss.	5,282	132
856	Alpine, Tex.	5,261	318
857	Glendive, Mont.	5,254	560
858	Guntersville, Ala.	5,253	67
859	Hancock, Mich.	5,223	166
860	Newport, Vt.	5,217	181
861	Jasper, Ind.	5,215	68
862	Hereford, Tex.	5,207	238
863	Athens, Tex.	5,194	68
864	Blackfoot, Ida.	5,180	166
865	Pikeville, Ky.	5,154	62
866	Madison, S. D.	5,153	200
867	Brewton, Ala.	5,146	158
868	Wahpeton, N. D.	5,125	186
869	Lake City, S. C.	5,112	126
870	Manistique, Mich.	5,086	213
871	Angola, Ind.	5,081	59
872	Logan, W. Va.	5,079	44
873	Lexington, Neb.	5,068	199
874	Hot Springs, S. D.	5,030	410
875	Demopolis, Ala.	5,004	90
876	Montrose, Col.	4,964	245
877	West Plains, Mo.	4,918	151
878	Kellogg, Ida.	4,913	294
879	Red Bluff, Calif.	4,905	166
880	Grafton, N. D.	4,901	307
881	Lampasas, Tex.	4,869	113
882	Gladstone, Mich.	4,831	197
883	Harlan, Ky.	4,786	118
884	Monett, Mo.	4,771	126
885	Guymon, Okla.	4,718	232
886	Goodland, Kan.	4,690	340
887	Clanton, Ala.	4,640	45
888	Richland Center, Wis.	4,608	126
889	Calais, Me.	4,589	270
890	Ephrata, Wash.	4,589	131
891	Quanah, Tex.	4,589	156
892	Hot Springs, N. M.	4,563	140
893	St. George, Utah	4,562	271
894	Salida, Col.	4,553	242
895	Jerome, Ida.	4,523	189
896	Farmington, Mo.	4,490	58
897	Pearsal, Tex.	4,481	52
898	Larned, Kan.	4,447	205
899	Fort Stockton, Tex.	4,444	182
900	Perryton, Tex.	4,417	195
901	Jasper, Tex.	4,403	121
902	Farmville, Va.	4,375	53
903	Socorro, N. M.	4,334	72
904	Miami, Ariz.	4,329	68
905	Norton, Va.	4,315	102
906	Coolidge, Ariz.	4,306	46
907	Hebbronville, Tex.	4,302	145
908	Swainsboro, Ga.	4,300	142
909	Southern Pines, N. C.	4,272	65
910	Sandpoint, Ida.	4,265	275
911	Rexburg, Ida.	4,253	208
912	Richfield, Utah	4,212	140
913	Worland, Wyo.	4,202	305
914	Casa Grande, Ariz.	4,181	44
915	Riverton, Wyo.	4,142	238
916	Delta, Col.	4,097	245
917	Leadville, Col.	4,081	312
918	Iron River, Mich.	4,048	210
919	Preston, Ida.	4,045	90
920	Payette, Ida.	4,032	339
921	Sidney, Mont.	3,987	615
922	Weiser, Ida.	3,961	347
923	Jacksonville, N. C.	3,960	155
924	Wadena, Minn.	3,958	138
925	Boulder City, Nev.	3,903	218
926	Rogers City, Mich.	3,873	190
927	Cody, Wyo.	3,872	297
928	Evanston, Wyo.	3,863	59
929	Colby, Kan.	3,859	322
930	Houghton, Mich.	3,829	265
931	Glasgow, Mont.	3,821	580
932	Littleton, N. H.	3,819	136
933	Powell, Wyo.	3,804	319
934	Bisbee, Ariz.	3,801	188
935	Deer Lodge, Mont.	3,779	490
936	Safford, Ariz.	3,756	142
937	Mobridge, S. D.	3,753	453
938	Van Buren, Me.	3,732	358
939	Cut Bank, Mont.	3,731	475
940	Laurel, Mont.	3,663	370
941	Emporium, Pa.	3,646	88
942	Henderson, Nev.	3,643	210
943	Farmington, N. M.	3,637	145
944	Marfa, Tex.	3,603	140
945	Eloy, Ariz.	3,580	58
946	Ahoskie, N. C.	3,579	58
947	Ely, Nev.	3,558	190
948	Belle Fourche, S. D.	3,540	461
949	Lordsburg, N. M.	3,525	208
950	Clayton, N. M.	3,515	214
951	Campbellsville, Ky.	3,477	65
952	Sturgis, S. D.	3,471	440
953	Clifton, Ariz.	3,466	159
954	Broken Bow, Neb.	3,396	192
955	Newcastle, Wyo.	3,395	445
956	Lander, Wyo.	3,349	215
957	Kingman, Ariz.	3,342	163
958	Dillon, Mont.	3,268	310
959	Whitefish, Mont.	3,268	378
960	Winner, S. D.	3,252	247
961	Torrington, Wyo.	3,247	406
962	Yreka, Calif.	3,227	272
963	Floydada, Tex.	3,210	142
964	Green River, Wyo.	3,187	137
965	Wallace, Ida.	3,140	299
966	Lovington N. M.	3,134	241
967	Gooding, Ida.	3,099	206
968	Rupert, Ida.	3,098	154
969	Burns, Ore.	3,093	350
970	Carson City, Nev.	3,082	170
971	Craig, Col.	3,080	252
972	Emmett, Ida.	3,067	217
973	Shelby, Mont.	3,058	480
974	Fort Kent, Me.	3,001	253
975	Bad Axe, Mich.	2,973	263
976	Rugby, N. D.	2,907	376
977	Thermopolis, Wyo.	2,870	273
978	Winnemucca, Nev.	2,847	398
979	Vernal, Utah	2,845	132
980	Alturas, Calif.	2,819	373
981	Grand Coulee, Wash.	2,741	159
982	Red Lodge, Mont.	2,730	328
983	Hamilton, Mont.	2,678	390
984	Buffalo, Wyo.	2,674	361
985	Bar Harbor, Me.	2,572	195
986	Dover-Foxcroft, Me.	2,566	259
987	Wolf Point, Mont.	2,557	598
988	Douglas, Wyo.	2,544	361
989	Lovell, Wyo.	2,508	378
990	Thomasville, Ala.	2,425	121
991	Fallon, Nev.	2,400	286
992	Harvey, N. D.	2,337	374
993	Holbrook, Ariz.	2,336	142
994	Hardin, Mont.	2,306	426
995	McGill, Nev.	2,297	178
996	Wheatland, Wyo.	2,286	376
997	Polson, Mont.	2,280	382
998	Bottineau, N. D.	2,268	421
999	Greybull, Wyo.	2,268	285
1000	Gillette, Wyo.	2,191	406
1001	New Rockford, N. D.	2,185	337
1002	Williams, Ariz.	2,158	195
1003	Carrington, N. D.	2,101	331
1004	West Branch, Mich.	2,098	108
1005	Lusk, Wyo.	2,089	401
1006	East Tawas, Mich.	2,040	135
1007	Lisbon, N. D.	2,031	339
1008	Hawthorne, Nev.	1,861	210
1009	Lovelock, Nev.	1,604	867
1010	Tonopah, Nev.	1,375	270
1011	Calumet, Mich.	1,256	270
1012	Carlin, Nev.	1,203	215
1013	Yerington, Nev.	1,157	191
1014	Goldfield, Nev.	336	148

APPENDIX B
GROUP B-1

Line Position	Location	1950 Population	Number Services
1	Bridgeport, Conn.	158,709	1
2	Canton, Ohio	116,912	1
3	Fall River, Mass.	111,963	1
4	Reading, Pa.	109,320	1
5	New Bedford, Mass.	109,189	1
6	Allentown, Pa.	106,756	1
7	Waterbury, Conn.	104,477	1
8	Harrisburg, Pa.	89,544	1
9	New Britain, Conn.	73,726	1
10	Racine, Wis.	71,193	1
11	York, Pa.	59,953	1
12	Kenosha, Wis.	54,368	1
13	Jackson, Mich.	51,088	1
14	New Castle, Pa.	48,834	1
15	Battle Creek, Mich.	48,666	1
16	Anderson, Ind.	46,820	1
17	Meriden, Conn.	44,088	1
18	High Point, N. C.	39,973	1
19	Portsmouth, Ohio	36,793	1
20	Fort Lauderdale, Fla.	36,328	1
21	Everett, Wash.	33,849	1
22	Marion, Ohio	33,818	1
23	Belleville, Ill.	32,721	1
24	Alton, Ill.	32,550	1
25	Amsterdam, N. Y.	32,240	1
26	Ashland, Ky.	31,131	1
27	Massillon, Ohio	29,594	1
28	Kannapolis, N. C.	28,448	1
29	Lebanon, Pa.	28,156	1
30	Bremerton, Wash.	27,678	1
31	Norman, Okla.	27,006	1
32	Washington, Pa.	26,280	1
33	Burlington, N. C.	24,560	1
34	Rock Hill, S. C.	24,502	1
35	Gloversville, N. Y.	23,634	1
36	Butler, Pa.	23,482	1
37	Lawrence, Kan.	23,351	1
38	Gastonia, N. C.	23,069	1
38	Shawnee, Okla.	22,948	1
40	Leavenworth, Kan.	20,579	1
41	East Lansing, Mich.	20,325	1
42	Meadville, Pa.	18,972	1
43	Columbus, Ind.	18,370	1
44	Okmulgee, Okla.	18,317	1
45	Dunkirk, N. Y.	18,007	1
46	Statesville, N. C.	16,931	1
47	Shelby, N. C.	15,508	1
48	Hickory, N. C.	14,755	1
49	St. Augustine, Fla.	13,555	1
50	Murfreesboro, Tenn.	13,052	1
51	Sapulpa, Okla.	13,031	1
52	Cleburne, Tex.	12,905	1
53	Elizabeth City, N. C.	12,685	1
54	Bedford, Ind.	12,562	1

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WEOK POUGHKEEPSIE

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Location	1950 Population	Number Services	Distance to Nearest TV Station
Mt. Vernon, Ohio	12,185	1	39
Boone, Iowa	12,164	1	12
Shelbyville, Ind.	11,734	1	27
Newton, Iowa	11,723	1	39
El Reno, Okla.	10,991	1	28
Guthrie, Okla.	10,113	1	21
Weatherford, Tex.	8,093	1	32
Lebanon, Tenn.	7,913	1	30
Gallipolis, Ohio	7,871	1	33
Lebanon, Ind.	7,631	1	25
Webster City, Iowa	7,611	1	34
Alrisco-Five Points, N. M.	7,367	1	5
Williamsburg, Va.	6,735	1	37
Springfield, Tenn.	6,506	1	27
Rosenburg, Tex.	6,210	1	27
Olathe, Kan.	5,593	1	20
Claremore, Okla.	5,494	1	25
Festus, Mo.	5,199	1	28
Dalton, Tenn.	5,107	1	28
Belen, N. M.	4,495	1	32
Pryor Creek, Okla.	4,486	1	39.5
Covington, Tenn.	4,379	1	30
Lowell, Mass.	97,249	2	19
Lawrence, Mass.	80,536	2	20
Springfield, Ohio	78,503	2	32
Bethlehem, Pa.	66,340	2	36
Richmond, Ind.	39,539	2	35
Auburn, N. Y.	36,722	2	25
Nashua, N. H.	34,669	2	30
Clinton, Iowa	30,379	2	25
Ithaca, N. Y.	29,257	2	39
Bessemer, Ala.	27,445	2	10
Michigan City, Ind.	29,395	2	39
Oswego, N. Y.	22,647	2	25
Muscatine, Iowa	19,041	2	25
Bridgeton, N. J.	18,378	2	35
Batavia, N. Y.	17,799	2	32
Piqua, Ohio	17,447	2	32
Kewanee, Ill.	16,821	2	32
Fremont, Neb.	14,762	2	31
Napa, Calif.	13,579	2	34
Talladega, Ala.	13,134	2	39.8
New Braunfels, Tex.	12,210	2	30
Terrell, Tex.	11,544	2	27
McKinney, Tex.	10,560	2	32
Seguin, Tex.	9,733	2	33
Sylacauga, Ala.	9,606	2	38.5
Jasper, Ala.	8,589	2	36
Stillwater, Minn.	7,674	2	18
Madison, Ind.	7,506	2	39.4
Northfield, Minn.	7,487	2	36
Tooele, Utah	7,269	2	28
Hastings, Minn.	6,560	2	22
Elizabethtown, Ky.	5,807	2	39
Akron, Ohio	274,605	3	18
Worcester, Mass.	203,486	3	30
Trenton, N. J.	128,009	3	28
Pontiac, Mich.	73,681	3	19
Brockton, Mass.	62,860	3	20
Lorain, Ohio	51,202	3	26
Ann Arbor, Mich.	48,251	3	31
Newark, Ohio	34,275	3	33
Lancaster, Ohio	24,180	3	30
Denton, Texas	21,372	3	30
Marietta, Ga.	20,687	3	10
Cortland, N. Y.	18,152	3	24
Griffin, Ga.	13,982	3	36
Waxahachie, Tex.	11,204	3	26
Petaluma, Calif.	10,315	3	33
Newnan, Ga.	8,218	3	37
Cartersville, Ga.	7,270	3	34
Port Chicago, Calif.	3,290	3	28
Gary, Ind.	133,911	4	22
Hammond, Ind.	87,594	4	23
Joliet, Ill.	51,601	4	31
Aurora, Ill.	50,576	4	36
Elgin, Ill.	44,223	4	33
Waukegan, Ill.	38,946	4	35
Hamilton-Middletown, Ohio	91,646	5	20
Frederick, Md.	18,142	5	36
Asbury Park, N. J.	17,094	6	33
Paterson, N. J.	139,336	7	12
Stamford-Norwalk, Conn.	123,753	7	31
New Brunswick, N. J.	38,811	7	25
Corona, Calif.	10,223	7	37
Annapolis, Md.	10,047	7	25

GROUP B-2

Location	1950 Population	Number Stations
Albany-Schenectady-Troy, N. Y.	299,091	1
Grand Rapids, Mich.	176,515	1
New Haven, Conn.	164,443	1
Utica-Rome, N. Y.	143,213	1

Line Position	Location	1950 Population	Number Stations
5	Erie, Pa.	130,803	1
6	Wilmington, Del.	110,356	1
7	Lansing, Mich.	92,129	1
8	Binghamton, N. Y.	80,674	1
9	Greensboro, N. C.	74,389	1
10	Lancaster, Pa.	63,774	1
11	Johnstown, Pa.	63,232	1
12	Kalamazoo, Mich.	57,704	1
13	Bloomington, Ind.	28,163	1
14	Ames, Iowa	22,898	1
15	Dallas, Tex.	434,462	2
16	Louisville, Ky.	369,129	2
17	Birmingham, Ala.	326,037	2
18	Dayton, Ohio	243,872	2
19	Davenport, Iowa-Rock Island-Moline, Ill.	160,656	2
20	Philadelphia, Pa.	2,071,605	3
21	Detroit, Mich.	1,849,568	3
22	Baltimore, Md.	949,708	3
23	Cleveland, Ohio	914,808	3
24	Cincinnati, Ohio	503,998	3
25	Columbus, Ohio	375,901	3
26	Atlanta, Ga.	331,314	3
27	Chicago, Ill.	3,620,962	4
28	Washington, D. C.	802,178	4
29	New York, N. Y.	7,891,557	6
30	Los Angeles, Calif.	1,970,358	7

GROUP B-3

Line Position	Location	1950 Population	Number Services	Distance to Nearest TV Station
1	Des Moines, Iowa	177,965	1	28
2	Hartford, Conn.	177,397	1	30
3	Tacoma, Wash.	143,673	1	23
4	San Jose, Calif.	95,280	1	38.5
5	Winston-Salem, N. C.	87,811	1	23
6	Altoona, Pa.	77,177	1	28
7	Petersburg, Va.	35,054	1	22
8	Mesa, Ariz.	16,790	1	14

GROUP B-4

Line Position	Location	1950 Population	Number Services	Number Stations
1	St. Louis, Mo.	856,796	1	1
2	Pittsburgh, Pa.	676,806	1	1
3	Buffalo-Niagara Falls, N. Y.	671,004	1	1
4	Milwaukee, Wis.	637,392	1	1
5	Houston, Tex.	596,163	1	1
6	New Orleans, La.	570,445	1	1
7	Seattle, Wash.	467,591	1	1
8	Kansas City, Mo.	456,622	1	1
9	Indianapolis, Ind.	427,173	1	1
10	Memphis, Tenn.	396,000	1	1
11	Norfolk-Portsmouth-Newport News, Va.	335,910	1	1
12	San Diego, Calif.	334,387	1	1
13	Rochester, N. Y.	332,488	1	1
14	Toledo, Ohio	303,616	1	1
15	Miami, Fla.	249,276	1	1
16	Oklahoma City, Okla.	243,504	1	1
17	Richmond, Va.	230,310	1	1
18	Jacksonville, Fla.	204,517	1	1
19	Tulsa, Okla.	182,740	1	1
20	Nashville, Tenn.	174,307	1	1
21	Charlotte, N. C.	134,042	1	1
22	Phoenix, Ariz.	106,818	1	1
23	Albuquerque, N. M.	96,815	1	1
24	Huntington, W. Va.	86,353	1	1

GROUP B-5

Line Position	Location	1950 Population	Number Services	Number Stations
1	Ogden, Utah	57,112	2	0
2	Provo, Utah	28,937	2	0
3	Fort Worth, Tex.	278,778	3	1
4	Providence, R. I.	248,674	2	1
5	Minneapolis-St. Paul, Minn.	833,067	2	2
6	Boston, Mass.	801,444	3	2
7	San Antonio, Tex.	408,442	2	2
8	Omaha, Neb.	251,117	2	2
9	Salt Lake City, Utah	182,121	2	2
10	San Francisco, Calif.	1,159,932	3	3

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Goldstein to CBS-TV

JACK GOLDSTEIN has been named manager of special projects in the CBS-TV Public Relations Department where he will handle star buildups, special program projects, premieres and other special functions, David J. Jacobson, department director, announced Wednesday.

CHICAGO SHOWS

Ad Club Selects Best

DERBY Foods' *Sky King* and the City National Bank and Trust Co.'s *Impact* on WENR-TV Chicago were chosen by the Chicago Federated Advertising Club as the best new television shows created there during the year.

Awards were presented at the annual banquet Thursday night to local and network winners in each of four radio and three television categories. The best radio shows developed during the year were *Arbogast* on WMAQ (NBC) and *Down You Go*, a Mutual network feature from WGN. Agency for Derby Foods is Needham, Louis & Brorby, Chicago. Writers on *Arbogast* are Robert Arbogast and Pete Robinson, with Homer Heck as producer. Louis Cowan packages *Down You Go*.

In the juvenile class, *Super Circus* on ABC-TV, sponsored by Canada Dry gingerale and Mars candy, was cited as the best network TV feature, while *Kukla, Fran & Ollie* on NBC-TV, sponsored by RCA Victor, won the citation in the general class. *Breakfast Club*, sponsored by Swift & Co. through McCann-Erickson, both Chicago, was the leading radio network feature.

Other award winners and their classes:

Radio, local programs—*The Patrick O'Riley Show*, Old Gold cigarettes, WBBM, produced by Jerry Lee and written by Arthur Thorsen. Honorable mentions in this group went to *Unshackled*, sponsored on WGN by Pacific Garden Mission and written, produced and directed by Eugenia Price, and the WLS *National Barn Dance*, sponsored by Phillips Petroleum Co.

The Untouchables, aired on WBBM, earned the winning citation in local special features, and was written by Perry S. Wolff and directed by Thomas A. Bland. Honorable mention went to *Hello Sucker*, aired on WMAQ as a public service feature, written by Madeleine Peters, produced by Judith Waller and directed by John Keown.

Top commercial radio announcement went to General Mills for its *Kixie-Nixie*, produced by Tatham-Laird agency and written by Howard W. Rapport. Honorable mentions included Realemon-Puritan Co., for Realprune, through Schwimmer & Scott agency and written by John Cole. Standard Oil of Ind., through McCann-Erickson agency, written by Jim Shelby, Bill Hagerman and Dick Slade, and to the Toni Co. for White Rain, through Tatham-Laird, written by Dan Ryan.

Leading local TV shows were *King Calico*, in the juvenile class, on WENR-TV; *Impact*, for news, sponsored by the City National Bank & Trust Co. on WENR-TV through George H. Hartman & Co., and *WGN-TV Sports*.

Honorable mention in network programs went to *Zoo Parade*, sponsored on WNBQ (NBC) by the Quaker Oats Co. and written by Don Meier.

Winning commercial TV spot was the Mystik Adhesive Products account, for Mystik tape, through George H. Hartman agency and produced by Sarra Inc. in the 20-second class. One-minute film spot citation went to the Toni Co. for White Rain, placed through Tatham-Laird and written by Alice Westbrook. Honorable mentions included Swift & Co., for Brookfield dairy products through McCann-Erickson, written by Jim Shelby, Patricia Burns and Jerry Birn; Santa Fe Railway, Leo Burnett agency; Standard Oil of Ind., for Permalube motor oil, through McCann-Erickson with writers Jim Shelby and William Hagerman, and to WNBQ for a live station break.

WOR SCHEDULES

Third Business Show

WOR New York last week scheduled its third sponsored show with a business format, *Today's Business*, 7:15-7:20 p.m. Mon-Fri. starting today (Monday), to be sponsored three days a week by Bache & Co., investment brokers. A general roundup of business and financial news and important market quotations will be given by WOR commentator Henry Gladstone, who also conducts *Your Investment Dollar;* noon to 12:15 p.m. Sunday, sponsored by United Business Service.

The third program, *Your Money at Work*, 10:15-10:30 p.m. Sunday, is sponsored by Kidder, Peabody & Co. for its mutual funds.

Tracing Interference

STORY in layman's language of how FCC traces illegal broadcast stations and other sources of spectrum interference is told by George S. Turner, chief of the Commission's Field Engineering and Monitoring Bureau, on current *Crusade Against Crime* program, taped series aired over 12 stations in the east and midwest [B•T, May 12]. Major sources of radio-TV set interference are electrical devices and appliances in the home, Mr. Turner reported. Diathermy and industrial radio devices run a close second, he said. Complaints should be sent to FCC only after all local means to check and eliminate interference have been exhausted, the Commission official suggested.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

at deadline

WEBSTER SEES SLOW ACTION ON TV

TV APPLICATION processing and final action will be slow, FCC Comr. E. M. Webster was to tell Indiana Broadcasters Assn. Saturday morning, according to talk released Friday. Reasons: (1) Expected 1,000 applications by July 1, (2) limited staff, (3) no money to hire more help and (4) demands of many other vital services precludes use of non-broadcast staff. IBA sessions were held May 23-24 at WIRE Indianapolis studios.

Reminding that FCC non-TV workload also has been mushrooming during rush to complete Sixth Report lifting freeze, Comr. Webster noted there are only 61 professional staff people at FCC to handle all broadcast processing, of which TV has only 13 (six engineers, two each lawyers and accountants, three secretaries). It will take four times total employes in TV whole year to process 1,000 applications estimated by July 1. Even all seven hearing examiners can't work on TV, he said, even though 500 bids are seen falling into 200 hearings. He sees no more than 60 to 70 TV hearings during next fiscal year.

James O. Luce, of J. Walter Thompson Co., New York, said broadcasters should develop a standard method of measuring station audience. He urged stations interested in getting national spot business to tell their market story, provide concise and complete data and show characteristics of their markets.

Joseph M. Kittner, assistant chief of FCC Broadcast Bureau, and Wray Fleming, Indianapolis attorney and IBA counsel, debated political broadcasting questions. Panel on local sales was moderated by Robert D. Enoch, WXLW Indianapolis. Taking part were Gene Vaughan, WFBM Indianapolis; Ray Baker, WSAL Logansport; Glenn VanHorn, WTTS Bloomington, and Josiah Autenrieth, WKAM Warsaw.

IBA President O. E. Richardson, WASK Lafayette, opened meeting Friday. Two-day session was to wind up Saturday afternoon with visit to Indianapolis Speedway.

CENSORSHIP DANGER SEEN IN HOUSE RADIO-TV PROBE

CENSORSHIP overtones will make House probe of radio-TV programs difficult, according to Chairman Orren Harris (D-Ark.), of new Crosser subcommittee to probe sound and sight media (see story, page 29). Rep. Joseph F. O'Hara (R-Minn.), also subcommittee member, said "quite a few" Congressmen feel some national advertisers are sponsoring programs which weaken moral fibre of nation.

Chairman Harris said thorough hearings will be held on both good and bad side of programming, noting complaints about early-hour scheduling of crime shows. Investigation is important because nearly every home has radio and TV homes are increasing, he said, adding subcommittee would have to carry out House order to study programs for "immoral or offensive" material.

Speaking on Thursday night ABC *News of Tomorrow*, he asserted that if Congress had not decided to investigate, FCC would have been forced to do it. He continued, "Many advertisers find it profitable to sponsor shows the whole family can watch or listen to."

CBS-TV PRICES STEADY

NO PRICE increases for any CBS-TV production facilities or services, despite increased costs "on just about everything involved," was word of Fred M. Thrower, vice president in charge of network sales, to clients and agencies Friday. "The reason CBS Television is able to continue holding the price line on its production facilities and services," Mr. Thrower said, "is that the network has kept hammering away at finding short cuts and streamlining operations with just one thing in view—to give advertisers the topmost quality at the lowest production cost."

Business Briefly

(Continued from page 5)

tisers to switch from defunct Liberty Broadcasting System to another network is Pequot Mills which is placing its *Paula Stone Show* on Mutual effective around July 1. Agency, Jackson & Co., N. Y.

GENERAL MILLS HILLBILLY ● General Mills through Dancer-Fitzgerald-Sample, N. Y., understood to be interested in buying 45 minutes of new hillbilly program on ABC radio. Network would include non-TV markets only.

PLANTERS RENEWS ● Planters Nut & Chocolate Co., Wilkes-Barre, Pa., renews participation in *Lucky U Ranch* radio program for 13 weeks over ABC Pacific Coast Radio network. Agency, Raymond R. Morgan Co., Hollywood.

WTCN SALE FILED

FORMAL BID filed at FCC Friday for approval of $325,000-sale of WTCN Minneapolis-St. Paul by Mid-Continent Radio-Television Inc. to former U. S. Ambassador to Cuba and Australia Robert Butler and associates [B•T, April 21]. Sale contingent on approval of merger of CBS' WCCO there with Mid-Continent's WTCN-TV [B•T, March 10].

LOW COST TV FORMULA

LOW COST local programming at WDTV (TV) Pittsburgh was outlined Friday afternoon at BMI TV clinic Chicago, by Harold C. Lund, general manager, and A. Donovan Faust, assistant general manager. Their recommendations for keeping expenses down: Use strip programming; backdrops are cheaper than flats, and latter when used can be painted with washable paint for re-use; schedule all live programming in eight hour period so second camera crew unnecessary; pay good salary to well-trained film director, who can save thousands of dollars; use permanent sets for standard shows; hire talent which is versatile and can do several things; hire TV performers who can sell as well as be likable and believable; pay one higher salary to do work of more than two lower-priced people.

PEOPLE..

BARRETT C. DILLOW, Alexander Smith [illegible] to McCann-Erickson, N. Y., as account executive for Congoleum-Nairn Inc.

EDWARD K. (TED) PRICE, formerly WP[illegible] (TV) New York engineer, named assistant director in programming department.

SYDNEY G. WALTON, vice president, Matson Navigation Co., San Francisco, to Kenyon & Eckhardt, as vice president in charge of K&E San Francisco office.

SAMUEL GILL, account executive with [illegible] S. Brown Co., N. Y., to Harry B. Cohen Adv. that city, as director of media and research.

JAMES BONFILS, formerly with KSD-TV St. Louis, appointed account executive in St. Louis division and **EVERETT JARRETT** has been named to same post in Cleveland division of Ziv Television Programs, according to Friday announcement from film distributor-producer.

ALFRED L. PLANT, senior account executive Federal Adv., N. Y., to account executive staff Grey Adv., same city.

THEATRE OWNER TELLS OF B&K NEGOTIATIONS

ARTHUR SASS, principal partner in Alamo Theatre, Chicago, testified Friday at FCC ABC-United Paramount Theatres merger hearing (see early story, page 28) that Balaban & Katz, through subsidiary company, threatened to build competing first-run theatre near Alamo Theatre unless it got 25% interest in Alamo. For its interest, Mr. Sass said, B&K promised to provide good films and act as management consultants. Agreement made in 1925, Mr. Sass said, was in effect until 1930 when stock of theatre operating company was sold to B&K. However, under provision in pact with B&K Alamo Theatre was returned to Mr. Sass in 1933 when Paramount Pictures, parent company to B&K, was having financial trouble. Mr. Sass filed $1,900,000 anti-trust suit against five major motion picture companies, and also B&K, last June.

RADIO NEWSMEN URGED TO BACK VOTE CAMPAIGN

RADIO newsmen have responsibility of educating public on issues involved in coming elections, presenting them honestly and fairly, Robert K. Richards, NARTB public affairs director, said Friday in address to Harrisburg, Pa., meeting of Pennsylvania-Delaware AP Radio Assn.

NARTB is participating with Advertising Council and American Heritage Foundation in nationwide "Register and Vote" campaign. "We have sold soap and cereal, automobiles, home appliances, insurance, ideas, services, good causes," Mr. Richards said. "Certainly we can sell citizenship." He cited poor voting record in 1948 Presidential election.

THORPE IS FAB PRESIDENT

GEORGE THORPE, WVCG Coral Gables, Fla., elected president of Florida Assn. of Broadcasters at Miami Beach meeting, held at Royal York Hotel. Other officers elected were Fred Herschel Graves, WTAL Tallahassee, first vice president; Jerry Stone, WNDB Daytona Beach, second vice president; John Browning, WSPB Sarasota, secretary-treasurer. William T. Stubblefield, NARTB station relations director, addressed meeting on federal legislation of interest to broadcasters.

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